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Buyer behaviour and loyalty of football fans on football market

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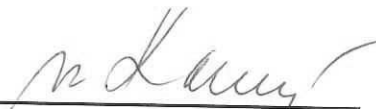
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PROHLÁŠENÍ

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V Ostravě dne

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Podpis

Majlůt Karel

Abstract

The aim of this study is to investigate customer behaviour of football fans in the UK football market. Links and relations between specific types of behaviour, gender, age or income were intended to be found. Football fans of Huddersfield Town FC were chosen as a population and the questionnaire was distributed via internet as well as in hard copies. Several statistical methods have been employed to analyze primary data, for instance Correlation or T-test. It was proved that satisfactory level of services and good promotion of branded products ensuring loyalty and satisfaction of football fans. A strong negative relation between purchasing of football branded products and frequency of visits of stadium was found. Significant differences were found amongst genders and age groups as well. Due to relatively large sample the results of the study are valid.

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1. Introduction

1.1 Industry background

1.1.1 The football industry

Football is a big enterprise and the loyalty of fans is essential for this business. Fans are affected by different sorts of promotion and product campaigns of football clubs, sometimes fans are forced to consume by sophisticated promotion mechanisms, hundreds of business make profits from that; for example, by selling broadcasting rights or branded products (Hoye, 2012).

For the right understanding of processes within the football industry we have to study history of it chronologically step by step.

1.1.2 Historical development of sport market

Sport and especially football markets have changed significantly during last two decades. Football including professional football has shifted from leisure activity to a business and fans became consumers of a wide scale of branded products and services.

The change in the sport environment was triggered by development of media (Dart, 2011). New media gave a strong instrument to sport clubs to manage their social image and public relations (Dart, 2011). The image of sport in the broader sense is created by fans as well as clubs because the fan community increased with the development of communication technologies and especially the community of bloggers has a significant position (McCarthy, 2013), these factors prepared the environment for the intensive growth of the sport market and continual increase of sales and profits (Kidd, 2013).

This progression of the environment was followed by extensive development of sport market. Kidd (2013) highlighted the strong ties between the market and the media world; the influence of promotion and communication are probably most significant among industries (McCarthy, 2013).

The fan as a consumer could decide from products and services of 14 industries like manufacturing, service providing, data services, agencies and leagues according to Rosenthal

(1996); surprisingly professions like architects, agents and lawyers are engaged in the business as well (Rosenthal, 1996); all these made up the modern sport market.

Obviously the change of the football market was caused by socio - cultural processes such the development of mass media and communication.

1.1.3 Modern football market

Tapp (2004) pointed out the modern trend of sophisticated marketing and expensive promotion run by sport clubs, he stated that football clubs cannot be described as sport societies but as brands nowadays. Tapp (2004) argued that loyalty and satisfaction is not driven by the game results of teams but that teams have adopted a kind of paternal role and the loyalty became more radical, it means that the core fans identified their statement to the club as a form of belief.

Clubs are able and willing to be manipulative in this market given the great sums of money which originated from selling of branded products and broadcasting rights by clubs to the individuals and business subjects (Tapp, 2004).

Frosdick and March (2005) wrote that sport clubs became more business orientated and good game performance was motivated more by their ambition to influence fans on national or international level than by ambition to just be good as it was in past; Pope (2013) supported this theory with the statement that football clubs identified themselves as a business subjects and their aim to play good football is overcome by 'the run for money' (Hoye, 2012).

All these arguments mentioned before persuaded us to focus on strictly marketing factors and to ask fans about their favorite kind of branded products and favorite way of purchasing them from clubs so as to really understand the business and sport market.

1.2 Aims and objectives

The aim of this research was to study fans satisfaction with football branded services and products and to evaluate their willingness to buy them. The study saw football as a business not a sport and football fans as customers of club and consumers of product not just the spectators.

The author tried to map the football business and link it to customer behaviour and the satisfaction of fans.

The research objectives were to:

- I. divide the sample into groups according to their loyalty to the football club
- II. evaluate benefit of the groups to the market, market share, consumption and relative loyalty of the groups on the basis of their income
- III. investigate the level of satisfaction of consumers with products and services provided, and to evaluate loyalty to the provider
- IV. draw conclusions about the satisfaction of people based on I. II. and III, above

These research objectives were concluded in chapter 4 of this dissertation.

1.3 Hypotheses

The primary data were analyzed on the basis of objectives mentioned in 1.2 above, but we must also focus on theoretical knowledge and past research in this area. In this chapter main theoretical hypothesis were mentioned; those dealt with the area researched and have the theoretical base in the Literature review chapter of this paper. Those hypotheses were studied, discussed and proved by this research.

1.3.1 Hypothesis 1

Tapp (2004) noted that fans of both genders could be divided to two major groups, Casual fans and Fanatics. Fanatics typically exhibit high frequency of purchase of branded products and use of services of clubs whilst casuals are not very interested in this. Fanatic fandom is also related to the age (Tapp, 2004) and fans turning to casual fandom together with increasing age.

For this hypothesis to be accepted, we could need to prove that fans who noted that they watch the game of football regularly, buy and use everything provided by club as well.

1.3.2 Hypothesis 2

Frosdick and Marsh (2005) argued that fans (mainly young men) who do not visit the stadium on regular basis and do not watch the game very often paradoxically could be more profitable because they buy more branded products than the very loyal so called 'fanatics' (Tapp, 2004). This was caused by their closer relation to the violent and hooligan groups because these

young men who were not interested in game but were more interested in membership of football fan violent groups used the branded products as a kind of cover for their activities (Frosdick, Marsh, 2005).

For this theory we had to focus on those fans that buy a large amount of branded products but also stated in questionnaire that they had not attended the stadium very often and did not use the services of the clubs.

1.3.3 Hypothesis 3

González-Gómez (2010) and Theodorakis (2013) stated that the main factor motivating fan satisfaction and attendance loyalty is in the advertising of clubs and the promotion of their branded products, because it made good public image of them and fans are vulnerable to influence in this way. Theodorakis (2013) argued that the significant influence of fair-play and visibly led to special services for disabled and children on stadiums as such a motivating factor.

Here it was important to evaluate the relation between frequency of visits to stadium and satisfaction with services provided by club.

1.3.4 Hypothesis 4

Pope (2013) divided female fans into two groups, 'hot' and 'cool', for both groups it was typical that the loyalty to the club was directly determined by purchase of branded products, satisfaction with services of club and stadium attendance overall. Loyal female fan attended the stadium on a regular basis. The first group would buy products in big volume and use the services very often, but the cool ones described themselves as loyal but do not use any of the things offered.

The point was to see female fans using all those services and products and to describe them as 'hot' fans or to describe them as 'cools' if they do not use anything of this.

1.3.5 Analytical tasks

The data collected by questionnaires was studied on the basis of hypothetical knowledge mentioned before, but it was also evaluated on the principles of the kind of analytical tasks which are mentioned in this chapter. These analytical tasks were formulated as questions and bring understanding of links between three main areas studied by questionnaire (satisfaction with services, purchase of branded products and attendance and relative loyalty of fans).

- I. Is there any relation between fan-club membership and the type of match tickets purchased?
- II. Is there any relation between income and visits to stadiums?
- III. Is there any relation between branded product purchase and relative attendance at the stadium?
- IV. Do fans buy branded products although they do not watch the game on regular basis?
- V. Are there any differences between males and females and different age groups in respect of visiting the stadium and buying branded products?

2. Literature review

2.1 Foreword

First of all we must define what has to be investigated and which literature is relevant in terms of this dissertation. The football market was chosen as the field of the research so we must deal with links between customers and businesses as well as with the satisfaction of customers and the definition and understanding of branding and loyalty.

The literature review deals with theory which could be developed and concluded in two main areas: Firstly the theoretical application of academic knowledge of market and its essential parts like satisfaction and loyalty of customers, branding and consumer behaviour; the second one deals with specific and sometimes pathological behaviours of customers in the football market.

The task of the dissertation was defined as a marketing research of football market so the theory and collected primary data might be quantitative but the stereotypes and behaviour of the fans as the customers affect the market too much that the understanding of them seem to be indispensable for a description of whole issue, as it was written in foregoing paragraph.

According to Tapp (2004) the football fans are nothing more than customers of clubs and consumers of service and products, so the author of this paper adopted this description as a primary framework for the whole dissertation.

2.2 Customer behaviour

The first step in the process of understanding customers is the identification of their market behaviour because it determines 'what' and 'why' they purchase. Persson (2013) pointed out that the establishment of this understanding has an important role for every business and it should be the first step in every market research to investigate this behaviour.

Customer behaviour was described by Kotler (2006) as a crucial aspect of process of purchase, it was explained as a sum of processes which leads to decision and purchase; the process of behaviour deals with factors like experience, feelings, loyalty or satisfaction (Fraering & Minor, 2013), because the behaviour influenced by experience or satisfaction directly determine the choice of product by the customer and the understanding of this

behaviour makes sellers and service providers able to set up right strategy for their business (Kotler, 2006; Persson, 2013).

Customer behaviour is influenced by factors like loyalty, satisfaction and branding (Humby, 2007; Kotler, 2006) and their common links were explained in foregoing chapters, on other hand the loyalty, satisfaction and branding in business and especially in sport (Tapp, 2004), could be understood as a result of the behaviour because these are arranged or established after the first purchase of product by customer, (Persson, 2013). Vendors have to identify the factors which influence the behaviour and set up the strategy which cover all aspects of the behaviour.

We have to identify behaviour strategies, influences and decision processes if we want to understand this behaviour

2.2.1 Behaviour strategies

Tanner (1990) studied the behaviour as a result of complex process of choice influenced by personal experience, evaluation of benefit of the product and assessment of alternatives, this concept originates in the research made by vendors who tried to predict the behaviour and to set up the strategy in order to affect the behaviour (Figure 2.2.1.1); Anderson (1973) and Jenkins (1972) noted that the strategy should be based on identification of the process of choice which represent the creation of behaviour.

Figure 2.2.1.1 Behaviour choice model

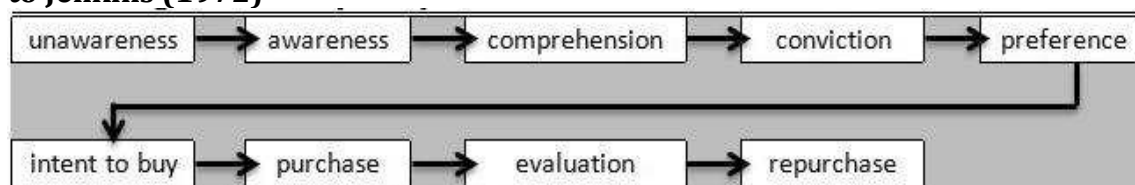
1. Identify situation
Degree of company orientation
Degree of self-orientation
2. Evaluate personal relevance
Formal reward system
Informal reward system
Intrinsic rewards
3. Assess action alternatives and requirements
4. Choose behaviour strategy
Defensive: process orientated, minimize threats
Offensive: result orientated, maximize gain

Source: Tanner (1990:2)

The strategy making in organization is based on a Behaviour choice model (Figure 2.2.1.1), according to Tanner (1990), there are strategic managing instruments mentioned in the model which are used by vendors in the process of influencing customer behaviour.

Anderson (1973) noted that the 'marketing continuum' could be used in the process of influencing the behaviour as a useful model because it describes the process of decision making in terms of buyer and such behaviour could be managed by the management methods shown in Figure 2.2.1.1 in every step of the marketing continuum. Marketing continuum is a decision and behaviour making process which includes "unawareness, awareness, comprehension, conviction, preference, intent to buy, purchase, evaluation and repurchase" (Jenkins, 1972). All those steps are performed by buyers before the need is satisfied (Figure 2.2.1.2).

Figure 2.2.1.2 Marketing continuum, customer decision making process according to Jenkins (1972)



Source: Figure based on Jenkins (1972)

Tanner (1990) applied two behaviour strategies, the defensive and the offensive (Figure 2.2.1.1); the defensive buyer focuses on the process of purchase and tries to make sure that the product is chosen properly but the offensive buyer is interested only by the immediate result of usage of the product. Tanner (1990) argued that was an appropriate framework for vendors because they must understand the personal behaviour strategy of individual and come up with product and service which satisfy this specific demand.

2.2.1.1 Customer decision process

Figure 2.2.1.1 shows the choice making processes of customer; the behaviour is adopted on the basis of this framework and the customer starts a decision making process (Figure 2.2.1.2). According to Jenkins (1972) we have to focus on the evaluation part (Figure 2.2.1.2) because it is there that loyalty originates, Tanner (1990) argued that the adoption of behaviour strategy (Figure 2.2.1.1) should be the main issue of the decision process; but Kotler (2006) actually said that both these models represent the decision making process because the identification of situation, evaluation of personal relevance and chose of behaviour strategy

(Figure 2.2.1.1) are continuously followed by purchase, evaluation of benefits and repurchase (Figure 2.2.1.2), which makes the framework of the decision process.

We still have to take into account other factors which are important in the process. There are Loyalty, Satisfaction and Experience; these are set up during the first purchase of the product and help during repurchase (Jenkins, 1972).

Persson (2013) put forward that business people must count with all factors mentioned in this chapter and they have to build their strategy on the basis of understanding of every single part of the framework. Vendors have to investigate why the customers decide to buy their product, how they evaluate it, are they satisfied and would they repurchase it again and/or would they recommend it to friend; if these questions are answered the business person is able to set up the strategic goals and manage the successful approach of his products (Persson, 2013; Anderson, 1973).

2.2.2 Influences of football fan behaviour

Anderson (1973) concluded the findings of Jenkins (1972) in the statement that customer behaviour is linked to the so called market continuum which is basically a process of “unawareness, awareness, comprehension, conviction, preference, intent to buy, purchase, evaluation and repurchase” during this the loyalty is established on the basis of experience. Frosdick and Marsh (2005) supported this idea with declaration that in terms of the football market the critical period is ‘evaluation’ when football fans are on deciding the repurchase of branded product or match ticket with focus on behaviour of other fans experienced during last match. Tapp (2004) warned that criminal behaviour of fans has caused the most significant losses to the clubs during last few decades (Hoye, 2012).

Kotler (2006) noted that other influences of behaviour are satisfaction and loyalty; Tapp (2004) argued that loyalty to a club has become more natural nowadays; even modern fans see a paternal relation in loyalty to the club; Pope (2013) pointed out the trend of decreasing importance of satisfaction with the game and increasing tendency to express the satisfaction and loyalty to the club via buying the branded products. Tapp (2004) concluded this marked a significant shift in the behaviour when the interest moved from game to the ‘blind belief’ in the club and willingness to buying its products. This is also caused by socio-cultural changes and development of new media which transformed football from just a sport to an integral part of the society (Gierasimczuk, 2011).

2.2.2.1 Pathological behaviour of football fans

First, a very important and unfortunately dangerous influence factor of customer behaviour is violence and the pathological criminal behaviour of football fans. Tapp (2004) admitted the influence of violence on the market behaviour of the fans.

In order to understand the football fans culture we have to focus on the historic background of violent-alcohol related behaviour of fans; Frosdick and Marsh (2005) described it as an old and traditional phenomenon; public match violence was an essential part of medieval football matches historically, because the football match was the only event where youths of rival villages were allowed to batter each other (Frosdick and Marsh, 2005). Football was several times banned by the King and royalty, because of violent behaviour of spectators. Violence on modern stadiums is based on these traditions (Fillis & Mackay, 2014). The complex of historical, traditional and natural violence related to football is sometimes called 'the English disease' (Frosdick and Marsh, 2005). The English disease spread across Europe together with popularisation of football in the 20th century.

Haynes (2013) argued that these violent fans could be a very profitable segment of market nevertheless they do not attend stadiums but they buy the branded products and use them as the fight uniforms for their violent behaviour (Fillis & Mackay, 2014), Tapp (2004) stated that on the basis of the relative attendance of stadiums and their purchase of branded products, fans could be sorted into a groups of loyalist, and a super-profitable group of fanatics who are willingly manipulated by the advertising of clubs despite their actual interest in the game itself is not so high (Hoye, 2012).

2.2.2.2 Role of media and communication in the behaviour

Spaaij (2013) identified media as a driving force of the socio-cultural change in the football market; there is an independent development of media, fandom and football; Haynes (2013) agreed with statement that the media enabled the revolution in modern football and it created a space for presentation of politics, economics or social identification for millions and this could be understood as a trigger for the change of football fan behaviour. Pope (2013) identified media as an access for the self-presentation of clubs and fans, and this is the way to develop the market and to make products more available for everyone and this kind of market behaviour has to be investigated.

Haynes (2013) argued that media could be a bearer of aggressive behaviour of fans because millions can be influenced by aggressive expression of individuals on stadiums via television for instance.

Gierasimczuk (2011) pointed out the massive number of spectators that shifted from the 'classic' watching football in stadiums to consuming it via the internet. This change in spectator behaviour creating a great marketing opportunity for broadcast corporations as well as e-retailers who can offer their products directly to fans.

There is also a strong evidence presented by Tapp (2004) and Pope (2013) that the simple fandom shifted from entertainment to time and money consuming addiction - Pope (2013) arguing the tendency of fans to be loyal at all costs and these kind of fans are willing to buy everything which is related to the club.

Gierasimczuk (2011) put forward the importance of 'new' media in the process of promotion and advertising of the clubs and the influence of them on the fans who spend lot of money on the branded products afterward.

2.3 Loyalty

(Humby 2007:9):

“Loyalty suggests monogamy: one choice above all others”

Humby's (2007) description explains loyalty as the top value of every customer, but this is probably too blind a statement because Fraering and Minor (2013) described it as just one factor of a whole framework where satisfaction and fortitude have a significant role as well. Humby (2007) saw loyalty as a monogamous relation but in Figure 2.3.2.1.1 we can identify more loyalty types.

Kotler (2006:143) described loyalty as a commitment or decision to buy the product again or to recommend it to the friend despite the bargaining power of other suppliers or the whole market; the buyer decides to be loyal to the product, or to 'stay behind' the product on the basis of the past satisfaction with the whole service or product and the supplier.

Loyalty is basically a strong and long-term living relationship between the consumer (customer) and service provider or producer. Psychological loyalty is the willingness to stay on the side of the producer and recommend it to people (Kotler, 2006).

Kotler (2006:174) did not defined loyalty as an independent phenomenon but as an integral part of the decision making process of the customer and the important influence factor for the buyer behaviour, because the decision to buy is determined by the feeling of loyalty to the marketing subject, actually the loyalty could be generated by good experience and obvious benefit of the product or service.

Robinson (2006) described the modern loyalty trend as natural feeling of customers because he told that modern customer 'desire' to be loyal; it means that customer search the product to which he could be loyal. This theory is supported by Robinson's (2006) argument that strong loyalty to one vendor became natural in the modern society where the wide scale of products is accessible, because customers basically need to 'belong to their' familiar vendor as Butscher noted (1998).

2.3.1 Critical view on loyalty

Doyle (2002) deals with the idea that loyal customers constantly generate long-time profits. Doyle (2002) proclaimed that 'loyal customers are more profitable', because they stay with company for longer time, than dissatisfied ones, using a service or buying products again and again. Also finding a new customer is three or five times more expensive than to retain the existing one (Fraering & Minor, 2013).

(Doyle 2002:41):

"Highly satisfied customers are six times more likely to repurchase than customers who rate themselves just satisfied. Highly satisfied customers tell others about the company."

The spread of good word of mouth is the cheapest and the best promotion for company, definitely (Reichheld, 1996). According to Doyle's 'the ABC of customer loyalty' the satisfied and loyal consumer tell fourteen others on average about his/her good experience. The loss of one dissatisfied customer does not cause just a loss of one profit stream, but the cumulative loss of at least fourteen probable profits of the others, who will not be willing to buy a product.

Doyle (2002) put forward that firstly dissatisfied customers usually become more loyal when all problems on the product are removed, it means when the customer see a good service and the willingness of the staff to help they usually become very loyal, on other hand most vendors lost their customer just because of a low level of the appropriate service.

Reichheld (1996) distinguished two different sorts of loyalty, the good one and the bad one; he explained the good one as a willingness to stay loyal in any situation which requires resolute and loyal reaction of individual but the bad loyalty could be explained as a blind following of orders and doing without own invention (Figure 2.3.1.1).

Figure 2.3.1.1 Levels of loyalty, comparison of Reichheld's and Royce's models

Reichheld's model		Royce's model
Good loyalty (Willingness to help and suffer for the group)	Bad loyalty (Orders followed by blind, lack of own invention)	A. Loyalty to institutions like church or family
		B. Loyalty to groups
		C. Loyalty to individuals

Sources: Reichheld & Teal (1996:26); Royce (1908)

Royce (1908) and Reichheld (1996) differentiate a hierarchical principle of loyalties. At low levels of hierarchy are loyalties to individuals and groups. But difference between Royce's and Reichheld's definitions is that Royce didn't distinguished loyalty as good or bad. Royce (1908) stated that the loyal statement is natural mainly with the life-time institutions like church, community, family and a sport club (Figure 2.3.1.1), and this is important because the relation to the sport community is very strong mainly in terms of football, as Tapp (2004) said that clubs represent paternal role to fans nowadays.

2.3.2 Loyalty management

When the right customers are found, the crucial task comes; the company must prevent customer defection and secure their loyalty. Customer defection means changing market preferences and the shift to another producer (Reichheld, 1996) and the task for the loyalty management is to prevent such defection.

The process of managing the loyalty does not mean only the loyalty related to the individuals or groups, but it is a relation and respect to the principles which determines the business (Reichheld, 1996), so the individual customer usually set the loyal statement to the whole company including its set of principles.

A pivotal part of the managing of loyalty is to find the right customers. Reichheld (1996) formulated three rules of customer loyalty management; firstly there are the customers who are unconditionally loyal and this group prefer long term relationship; secondly the loyal customers are more profitable than others and they pay reliably and immediately as well

demanding less service; finally Reichheld (1995) argued that a company must focus on a specific group of its certain customers, because they have to find the service more valuable than services of a competitor, when they are convinced to purchase the success is secured (Hoye, 2012).

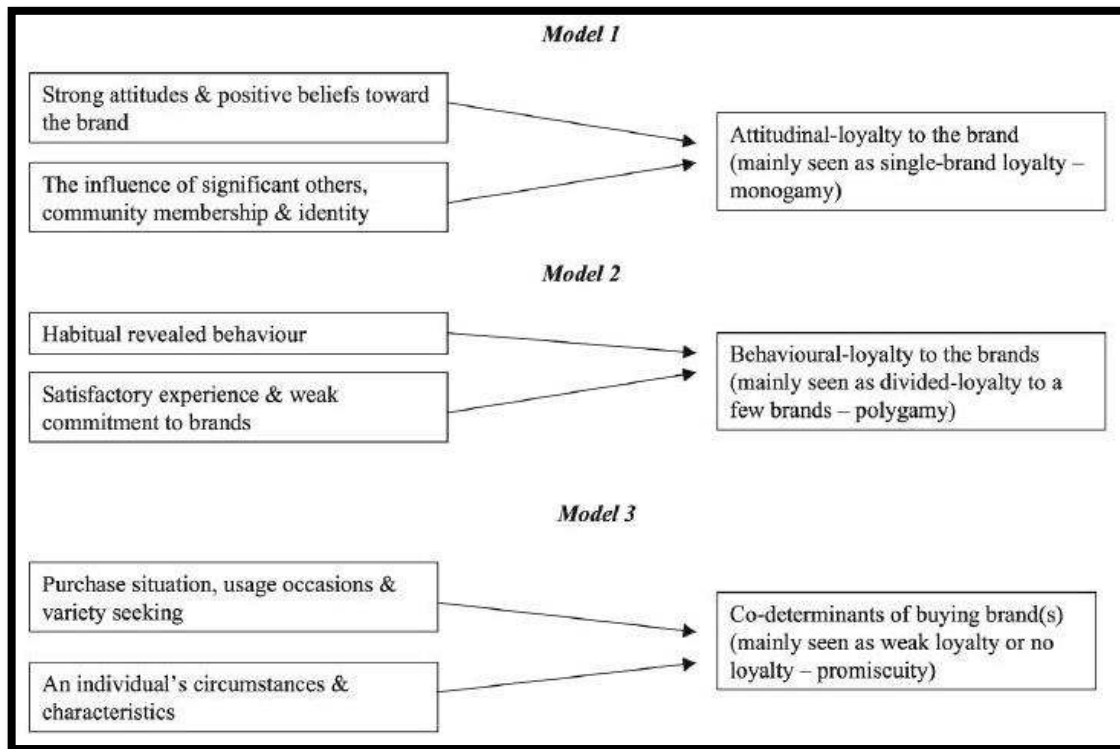
2.3.2.1 Loyalties in terms of loyalty management

The identification of loyalty types and evaluation of their value to the market is essential in the process of managing loyalty. In this section the loyalty framework explained and applied on the management styles.

Uncles (2003) theorized two modern ways of managing customer loyalty; he said that there are companies which focus mainly on rising sales and increase of range of products, but on other hand he highlighted that some companies attempt to create a strong relationship between the supplier and customer and they try to secure the current customer by adding some customer loyalty bonds or rewards.

In Figure 2.3.2.1.1 we can see the explanations of Uncles (2003) and Dick and Basu (1994). Dick and Basu (1994) noted that monogamist loyalty is not the only one as some authors (Humby, 2007) said, but it is just a part of the wider framework, because the customer do not perform only the 'unconditionally' loyal statement to one single product but they decide and choose in the market by searching for the most beneficial and suitable choice. However Dick and Basu (1994) admitted that these blindly loyal customers exist but the majority of customers really decide and choose.

Figure 2.3.2.1.1 Conceptualization of Loyalty



Source: Uncles (2003:296)

Dick and Basu (1994) noted that customers could also decide from a small range of brands, because on the basis of their previous satisfaction with products and performed market behaviour, they deal with closed number of suppliers when choosing the right option, this concept is described in Figure 2.3.2.1.1 as loyalty - polygamy. According to Uncles (2003) there is also short term loyalty made just on the current purchase situation and its significance should be implemented mainly to the sales rising model mentioned by Uncles (2003), because this one does not deal with building the business overall on a loyalty basis, in general.

Uncles (2003) also mentioned in relation to the Model 3 (Figure 2.3.2.1.1) that some people buy just what they want, so in this case loyalty management is useless, because on the basis of immediate need alone being met it is impossible to build long term loyalty (Humby, 2007).

2.3.2.2 Customer clubs

The strong instrument of loyalty management and securing customer loyalty is the forming of customer bonds and structural, social or financial benefit could be added (Kotler, 2006). Butscher (1998) divided the benefits into two groups, with and without a financial base.

One of the concepts of forming customer bonds is the introduction of customer clubs (Odendaal & Pidduck, 2013). This concept originates in Germany. These customers clubs are loyalty programmes with a value orientation (Butscher, 1998). The clubs are initiated by companies, not by consumers and the company offer benefits to its customers via the club (Odendaal & Pidduck, 2013).

In terms of the football market, customer clubs are the most significant instrument of managing loyalty of fans, because the relation between the fan and club displays signs of a close paternal relation and the fans wish to belongs to the club and to feel pride and solidarity with the club (Vallerand, 2008) and customer clubs could create this close relation and the feeling of solidarity (Haynes, 2013).

Kotler (2006:160) and Butscher (1998) pointed out that the forming of customer clubs helps the suppliers to create the customer databases which contains information related to the customer's purchases and the customer's behaviour could be predicted on the basis of it.

2.3.2.3 Customer databases

Companies create customer databases in order to collect specific data about customers and these are used to evaluate customer's loyalty or to predict customer's behaviour on the basis to his background, average income and data of their previous purchases. The database is used together with other management instruments (like management of quality, branding or management of loyalty) in the process of building the customer relationship and managing contact and transaction with the customer (Kotler, 2006).

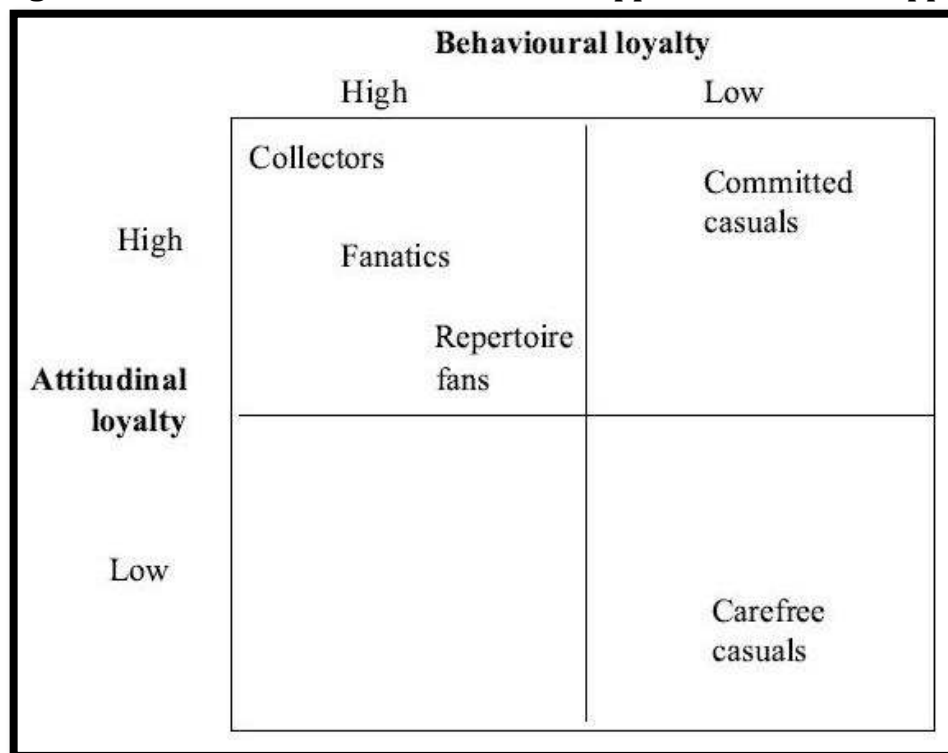
2.3.3 Loyalty on football market

For many football fans loyalty is axiomatic thing. Football is a religion and support of their club is an absolutely natural feeling.

Tabb (2004) demonstrated in his research that loyalty of fans was strongly related to a clubs success in the game. This single factor was important in inter-war period. Nowadays loyalty varies through whole loyalty spectrum. Probably all spectators see themselves as loyal, but just a limited number of them holds a season ticket (Dwyer, 2011). They form a little group of 'fanatics' (Figure 2.3.3.1), who collect clubs memorabilia, and who describe their relationship to the club as a vital part of their lives (Tabb, 2004), this division was proved on the internet

society of football supporters as well (Dwyer, 2011) there were fanatics and casual fans identified and it does not matter that they were not watching 'live' in the stadium. According to Gierasimczuk (2011) this form of on-line watching became dominant in period from 2015 to 2020.

Figure 2.3.3.1 Dick and Basu framework applied to football supporters



Source: Tapp (2004:6)

Tapp (2004) estimated that 27% of all fans regularly watch games not involving their team. That is not an example of brand shifting; in this case, but it is a kind of casual fandom (Hognestad, 2012) which was explained by Tapp (2004). Tapp (2004) identified a 'repertoire buying' phenomenon. The 'repertoire' fans usually watch the game of another club when their own club is playing away. Other groups of fans are casual fans Tapp (2004) stated. Casuals or repertoire fans are not interested in any club but in game itself, they focus on football as an entertainment and they are not loyal to any club (Hognestad, 2012).

Tapp (2004:207) declared that those repertoire fans feel to be more loyal to the game so from the marketing point of view they should be buyers of products related to the whole game, but the one club fanatics can be identified as consumers of services or products provided directly by their club.

Pope (2012) theorized another part of fandom, she performed the first study of female football fans and according to her research they can be divided into two groups: ‘cool’ and ‘hot’ fans and she explored two different kinds of gender performance “masculine” and “feminine”. Pope (2012) as well as Tapp (2004) distinguished fanatically loyal fans and disloyal casuals. But she linked their loyalty with marketing preferences; when ‘hot’ loyal fans are usually keep buying anything related to their club. On the other hand ‘cool’ casuals consume a lesser number of products of higher quality related to football itself (Pope, 2013) (Figure 2.3.3.2). There is a parallel with a theoretical work that distinguishes the market high benefit fans and low benefit fans (Ben-Porat, 2006).

Slater (1998) presented the case of Wealdstone football club; the club lost their placement in the league, sponsors and money, but core spectators were still loyal because they perceived their relationship to club as familiar and friendly, they saw the club as a good ‘friend’ and they were ready to support it even if it had troubles. A new and successful strategy of Wealdstone FC was based on spectator loyalty (Slater, 1998); This supports Pope (2013) as well as Tapp (2004) because it is the example of ‘fanatic’ or ‘hot’ fans who are willing to purchase anything branded by the club (Figure 2.3.3.2).

Figure 2.3.3.2 Division of fans according to their benefit to the market

High benefit fans	Low benefit fans
Pope (2013): ‘hot’	Pope (2013): ‘cool’
Pope (2013): Fanatic loyalty	Tapp (2004): Casual loyalty
Pope (2013), Tapp (2004): Big spending and purchase of branded product, does not matter how the results are	Tapp (2004): Spending and attendance of stadiums depends on immediate results of the club

Sources: Tapp (2004), Pope (2013), Slater (1998), Ban-Porat (2006)

2.4 Customer satisfaction

Satisfaction is described by Kotler (2006) as an individual’s feeling of pleasure with the service or the performance of product in relation to the expectations of the individual, but also the satisfaction is influenced by the feeling of disappointment with accidental failure (Kotler, 2006; Oliver, 1997b). The satisfaction could be also explained as an ability of a product or service to provide a pleasurable level of consumption according to Oliver (1997b). Kotler (2006) and Oliver (1997b) saw satisfaction as a feeling of pleasure with consumption as well as the fulfilment of expectations.

In relation to loyalty, Kotler (2006) noted that the satisfied customer stay loyal longer in general. Reichheld (2003) stated that vendors have to ask themselves if their customers are willing to recommend the product to their friends because this is the evidence of satisfaction as well as of the loyalty, since readiness to recommend product or service originates from contentment with them (Gonçalves, 2012).

2.4.1 Factors influencing satisfaction

Satisfaction is affected by product quality and quality is defined as 'fitness for use' according to Kotler (2006) and Swan (1998). An often cited definition of quality is: (Kotler, 2006:146): "Quality is totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs."

Another source of creating a satisfied statement is focusing on the relation between the communication and the satisfaction itself; because the spread of good or bad word of mouth could eventually influence the satisfaction with products (Rust & Zahorik, 1993; Kotler, 2006). This process of communication has higher significance in modern age of mass communication and mass media (Shaw, 2010:3).

Shaw (2010) has dealt with an idea that customer experience and satisfaction eventually are determined by emotions induced during the process of market contact.

Oliver (1997b) theorized an idea that the satisfaction has a good impact on whole society because the satisfied people have better life outcomes, which means that the satisfaction is not only about positive statement to the product but it is a concept of a prosperous life, this was proved by Im (2012) with statement that satisfaction with products and whole market is one source of society-wide satisfaction among whole nations, on other hand people also could be dissatisfied with society and state in general due to stress and pressure in society (Lencioni, 2007) and that has a bad impact on the quality of human life as well as their market behaviour because dissatisfied customers purchase a fewer number of products (Lencioni, 2007; Fournier, 1999).

Doyle (2002) and Gonçalves (2012) coincided that companies focusing just on profits and sales performance are playing with fire, because in modern conditions these are not the final option, but these are just part of whole story, because more important are loyal and satisfied

customers, according to this idea, and volume of profits varies with rate of satisfaction and loyalty of customers (Doyle, 2002).

2.4.2 *Satisfaction Management*

Lencioni (2007), Fournier (1999) and Rust & Zahorik (1993) coincided that the main source of managing the satisfaction should be identified as a vendor – purchaser relation, because the good response of customer to the professional level of service provided is the most important feeling or relation between them; on other hand there are theories which show good public image or public relation as more important in this modern age of mass communication (Anderson, 2013), but as Gonçalves (2012) said the communication is actually the main instrument of the creation of vendor – purchaser relation, and all those feelings of pleasure and satisfaction originates from it.

Kotler (2006) pointed out that the quality of product is the cornerstone of creating satisfaction so there has to be set up a process for managing satisfaction, because as Swan (1998) said the pleasure and satisfaction eventually is determined by both quality and service.

In conclusion satisfaction management should be driven by managing communication outcomes, levels of service and setting relation between customer and seller. All those techniques are essential in the whole customer decision making process because the satisfaction is one of the sources of experience in the finding out about and evaluating process of the customer.

2.4.3 *Football fan satisfaction*

González-Gómez (2010) noted that the satisfaction of football fans is mainly determined by game results of the club supported, but the promotion and advertising of clubs also matters because he identified that, the big clubs have a long tradition of loyalty and satisfaction both when they are successful or less successful, Tapp (2004) agreed and put forward the complex marketing models used by big clubs which influence the satisfaction and loyalty eventually.

On the satisfaction issue we have to focus both on satisfaction and loyalty (Tapp, 2004). Biscaia (2012) also proved the importance of marketing instruments and their influence on the satisfaction of fans, but González-Gómez (2010) argued that some fans (mainly South European) still feel more satisfaction with the game and result performed.

Theodorakis (2013) pointed out the strong satisfaction and pleasure with the game of football as a whole sport and discussed the casual fandom as a main form of modern fandom, as it was discussed in Loyalty chapter of this paper (Tapp, 2004).

Theodorakis (2013), Biscaia (2012) and González-Gómez (2010), all described the main source of satisfaction as an advertising and promoting complex of clubs, because it makes good and pleasurable public image of the clubs, but they also confirmed significant but currently decreasing importance of game results.

2.4.3.1 Relation of fan satisfaction to competitiveness of clubs

High (2001) described the searching for competitive advantage as a vital part of every business and warned that competition have to be counted in the market model of all business.

In terms of football clubs Biscaia (2012) put forward this view conserving promotion and competitiveness. Theodorakis (2013) noted that the attendance of stadium becoming again very popular among people, probably due to the correct focus of club's promotion and self-presentation.

Theodorakis (2013) speculated that the quality of game could be the motivating factor nowadays and fair-playing club with medium results but good and fair players and carefully chosen promotion model could gain more success among fans and could generate more satisfaction among them than a club with brilliant game results but without the model and good reputation.

Conclusively the good reputation, fair game and promotion model which present these values should be the competitive advantage in fight for spectators and market position (Theodorakis, 2013; Biscaia, 2012).

2.5 Branding

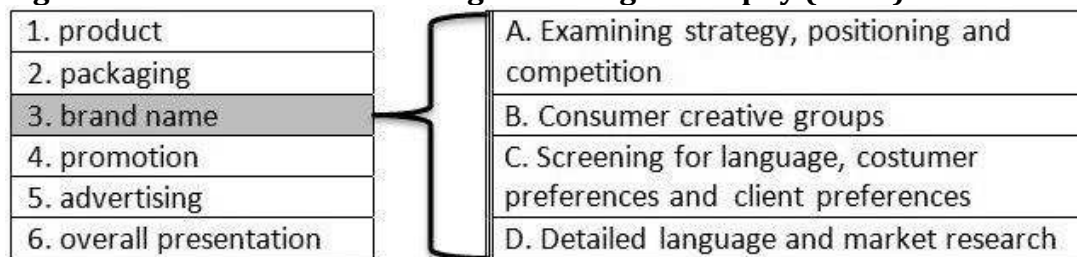
2.5.1 Brand

Brand helps customers to distinguish the product from other products of competitors according to Sullivan (2009). Brand is defined as a sum of name, design, image, symbol and other identifications of the product or service or connected to the product or service (Murphy, 1988). At a deeper focus we could identify main levels of process of branding as a creation of

identity or image of the product in its wider meaning, the process is summarized in Figure 2.5.1.1.

In terms of branding we have to distinguish basic brand and augmented or potential brands; basic brand is just simply a form of diversifying product from those of competitor, but the potential brand has an ability to bring add value to the customer in form of higher design, image or better know-how which improves the value of the product (Doyle, 2002; Martin, 2005). Doyle (2002) identified successful brand on the basis of satisfaction, because customer want to re-buy those products which satisfy his needs and brings some added values.

Figure 2.5.1.1 Levels of branding according to Murphy (1988)



Source: Murphy (1988)

The Figure 2.5.1.1 shows the main steps of the brand defining process, the product, packaging, name, promotion, advertising and presentation have to be defined and right relations between them are essential for understanding and easy identification of the brand for the customers (Murphy, 1988). Very important is the process of finding and defining of a brand's name (Murphy, 1988) because it is the most significant distinguishing feature perceived by customer.

Doyle (2002) criticized the unwillingness of some companies to develop their brand because in the case when customer chose just on basis of value and price of products he always chose the cheapest and the most accessible option; so the companies should focus on the brand development in order to create interesting and remarkable options for customers.

Doyle (2002) summarized successful brand in four layers, firstly there is a quality product and basic brand which differentiates the product from others and afterward a layer augmented branding and potential brand which brings an added value and makes the product more remarkable for customers (Martin, 2005) (Figure 2.5.1.2). The higher levels of the model bring to the customer qualitatively higher value and satisfaction (Sullivan, 2009).

Figure 2.5.1.2 Four layers of branding

I. Quality product	simple differentiation of product from competition and evaluation of it
II. Basic brand	
	<i>The branding move from low basic levels to advanced higher ones (III., IV.)</i>
III. Augmented branding	add value in form of higher design, image, publicly distinguished superiority etc.
IV. Potential branding	

Source: Doyle (2002)

2.5.1.1 Brand loyalty

Strong and well-known brand ensure a good position in the market for the company which owns it (Doyle, 2002). Doyle (2002) wrote that lots of new products fail because of attractiveness of established brands, because established brands have a stable core of loyal users. Brand loyalty brings two benefits, namely competitive advantage over weaker brands and the second being 'lower marketing costs' because new-coming brands have to win some new customers and so have to meet costs to outcompete existing brand investment by the established brands.

A brand brings some kind of strong competitive advantage, because it represents well known values and principles, these principles cannot be copied by competitor.

2.5.2 Football branding

Tapp (2004) noted that in the modern sport market, the football club is understood as a brand and the fans as customers, because they purchase club's branded products and services and the club displays all typical behaviours of brand.

The point is that the clubs were transformed into the brands, because most of them were established in past and the typical signs of brand such as image or name originated in processes that had taken place decades before (Emerald Group Publishing Limited, 2013). All good established sport brands have long traditions and their formation has more natural origin, so it cannot be identified as a result simply of a contemporary marketing managed process (Hoye, 2012).

We can declare that the football clubs circumvented the whole process of defining brands, because the origin of football brands is more historical (Emerald Group Publishing Limited, 2013), on other hand there is a significant number of new clubs mainly in Asia which set up

their branding strategies using this classical brand framework (Figure 2.5.1.1) in order to create strong brand quickly (Stephens, 2008).

Chanavat and Bodet (2009) argued that the old and well established brands such as Arsenal FC or Chelsea FC also use some instruments of the branding process because they introduced advertising campaigns (Figure 2.5.1.1), although they had well-known name and image they started promotion and presentation campaigns to present themselves on a nation-wide level to find more new customers.

Basically football clubs use mainly Advertising and Presentation levels of the branding (Figure 2.5.1.1).

3. Methodology

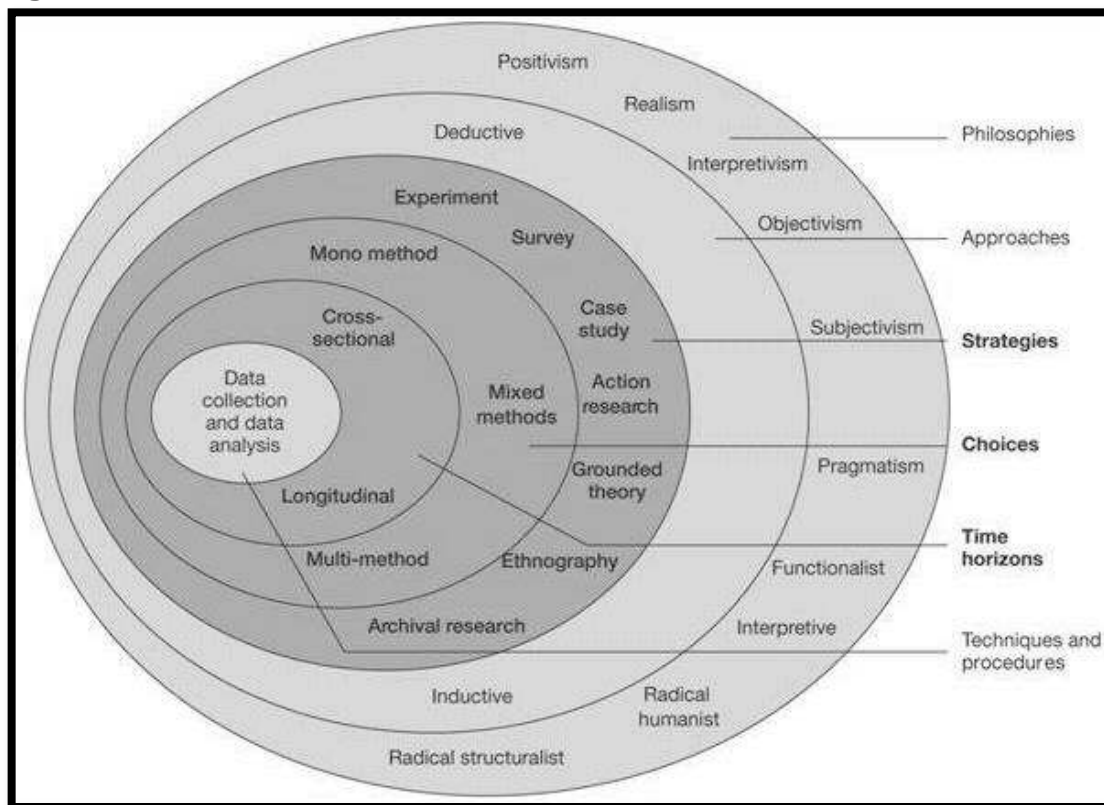
3.1 Research scheme

The process of collecting the primary data and process of developing theoretical knowledge through philosophy to the research were described in this chapter.

The framing of the hypotheses and aims mentioned in previous chapters guided the choice of research method. The strategic plan for the research is explained and issues such as the design of the questionnaire, sampling, distribution and pilot study are received. The factors limiting the research were identified in separate section.

The process of developing the research was derived from theoretical work summarized in the 'research onion' diagram. The diagram shows the links between levels of the research and these levels were explained step by step in this chapter.

Figure 3.1.1 Research onion



Source: Noorman (2011, 10 18)

The 'research onion' (Figure 3.1.1) helped author to identify the key issues of research and it served in the clarification of steps made in the research, it means that the primary and secondary tasks (which are situated in the core of the diagram) were accomplished responsibly when the author defines the theoretical and philosophical targets, which represent the top levels of the framework (Saunders, Lewis & Thornhill, 2007).

Table 3.1.1 Layers of research onion used in the research

Philosophy	Positivism
Approach	Scientific approach
Strategy	Survey
Choices	Quantitative
Time horizons	Cross-section
Techniques and procedures	Primary data

The philosophical instruments employed in this research were summarized in Table 3.1.1 and their choice was explained and vindicated in foregoing chapters.

3.1.1 Research philosophy

The importance of philosophy was defined as its ability to clarify the design of research; the philosophy helped with creation of the appropriate design of the research and it helped author to see the whole problem from a wider perspective which involved not only the author's own experience but wider theoretical knowledge (Easterby-Smith, Thorpe & Lowe, 2008).

Easterby-Smith, Thorpe & Lowe (2008) identified two traditional philosophies in the research process, positivism and social constructionism. The main factors of both philosophies were summarized in Table 3.1.1.1. Figure 3.1.1 mentioned more philosophies than just two, but according to Silverman (2000) this two views represented the majority of all research work done nowadays.

Philosophically the social constructionism was more suitable for purpose of the research because the author considered himself as a member of the football fan society; the observer point of view was more subjective in this case and the human interest seemed to be the driver force for the research (Table 3.1.1.1) (Easterby-Smith, 2002); nevertheless the dissertation topic was not psychological research but marketing research with focus on quantitative data so Positivistic philosophy provided better coverage for all issues and factors of the study.

Positivism measured the quantitative factors and independently concluded the facts with explanation of them on theoretical basis and this study had ambition to set the strong

understanding of theoretical and practical data so positivism held superior position in terms of this argument.

Author had to investigate and to evaluate quantitative character of football market and he measured incomes so conclusively Positivism had the theoretical base which covered all aims of the study, according to the arguments mentioned above.

Table 3.1.1.1 Positivism and Social constructionism

Characteristics	Positivism	Social constructionism
The observer	Must be independent	Is part of what is being observed
Human interests	Should be irrelevant	Are the main drivers of science
Explanations	Must demonstrate causality	Aim to increase general understanding of situation
Research progresses through	Hypotheses and deductions	Gathering rich data from which ideas are inducted
Concepts	Need to be defined so that they can be measured	Should incorporate stakeholder perspectives
Units of analysis	Should be reduced to simplest terms	May include the complexity of 'whole' situation
Generalization through	Statistical probability	Theoretical abstraction
Sampling requires	Large numbers selected randomly	Small numbers of cases chosen for specific reasons

Source: Easterby-Smith, M., Thorpe, R., & Lowe, A. (2008:59).

3.1.2 Research Approach and Strategy

3.1.2.1 Research approach

Maylor and Blackmon (2005) identified two main research approaches and their appropriate instruments (Table 3.1.2.1.1); on the basis of this theoretical explanation the strategy of the research was clearly constructed.

The author focused on the 'scientific approach' (Table 3.1.2.1.1) because of its data measuring character. In research philosophy chapter was written that the issue of this study was more data and market measuring so according to Positivism philosophy the author had to employ research instruments which explained quantity; obviously the questions "what? and how much?" (Table 3.1.2.1.1) were right in this case, the scientific approach had been chosen by author according to this knowledge (Maylor & Blackmon, 2005).

Table 3.1.2.1.1 Research approaches by Maylor and Blackmon

Characteristics	Scientific approach	Ethnographic approach
Questions that can be answered	What? How much?	Why? How?
Associated methods	Survey Experiment Databases	Direct observation Interviews Participant observation
Data type	Predominantly numbers	Predominantly words
Findings	Measure	Meanings

Source: Maylor, H., & Blackmon, K. L. (2005:140).

The scientific approach had a classical quantitative and analytical character, Oliver (1997a). Pivotal targets of the study were formulated on the basis of this approach with usage of quantitative questions like 'How often do you visit stadium?' or 'How much money do you usually spend on branded products?' (Table 3.1.2.1.1).

The predominantly usage of numbers and data enabled the author to formulate statistically accurate conclusions and to measure the football market as well as set up the right evaluation of the marketing situation.

3.1.2.2 Research strategy

The survey as an instrument of the scientific approach was chosen for the purpose of this dissertation (Table 3.1.2.1.1).

Advantage of the survey was its ability to provide quantitative data output which was essential in this study. It was an economical and quite quick method to investigate and evaluate the issue (Maylor & Blackmon, 2005). The questionnaire as an instrument of the survey could be spread to a number of respondents during a relatively short time period and this brings a good understanding of the issue as positivism philosophy requires (Easterby-Smith, Thorpe & Lowe, 2008).

Measurement of the data and its explanation and possibly implementation were the final steps of the strategy chosen as Positivism would suggest (Oliver, 1997a; Maylor & Blackmon, 2005).

Oliver (1997a) argued that the key point of the strategy is the literature review because the knowledge of previous research on the same topic helps the author with arguing and identifying their own research objectives.

In conclusion the strategy was defined as a survey research led by the scientific approach framework and influenced by the positivism philosophical theory which determines whole strategy.

3.1.3 Research Method

Maylor and Blackmon (2005) identified three main forms of data collecting methods in terms of scientific approach (Table 3.1.2.1.1). During the process of defining research strategy, the survey research was adopted as the most valuable instrument for purpose of this dissertation. Philosophical and strategic arguments that supported this choice were mentioned in 'Research approach and strategy' chapter.

Easterby-Smith, Thorpe and Lowe (2008) reported that in the scientific approach orientated research questionnaires, tests, measures and observation could be used; Yates (2004) agreed with statement that the main instruments of the research are measurement and questionnaire survey.

The author decided to use a questionnaire because of Yates (2004) who noted that the questionnaire survey is a very accurate and easy way to gain quantitative data; Yates (2004) also discussed administration of questionnaire. Both self-administered and interviewer questionnaires were selected because of their specific features; self-administered questionnaire brought a quick response and covered big population in a short time, on the other hand interviewer-administered questionnaire enabled the author to distribute it and discuss it directly with the person.

Self-administered questionnaires usually have a low response rate of 20% or less but the primary data could be collected quickly, interviewer-administered questionnaires had response rates over 80% (Yates, 2004). However together both these ways brought satisfactory response and that was the reason why both versions were used.

3.1.4 Population

When the research methods are employed the researched population had to be identified (Marshall, 1997). The population is a diverse group of people who live in the specific area where the research was realized (Yates, 2004). Population was described by Maylor and Blackmon (2005) as “the set that contains all members of the social units you want to study”.

This research focused on football fans and the objective was to investigate their market habits. For that purpose the researched population was identified as a group of football supporters who lived or studied in Huddersfield town center. It did not matter if they were students or workers, ethnicity was not important either, because the common factor was football fandom.

The research was created with focus on local area and in terms of it the local football team (Huddersfield Town FC) was chosen as an example for evaluation of market instruments used by the football clubs in general on the market.

The Huddersfield population was chosen on the basis of two arguments. The first argument was geographical; Huddersfield town center was known for several fan communities established among students and citizens which made good population for the research. Second argument was clearly socio-cultural, the market behaviour was researched but its relation to the local football club was essential because local population was asked for satisfaction with the local official branded shops and local football services providers.

In conclusion, we had a group of people of all ages, incomes, backgrounds and occupations who lived in same place and were influenced by same cultural environment and promotion of Huddersfield Town FC.

3.1.4.1 Limitations of Research

This study was meant as a market behaviour research of football fans Huddersfield town centre, and this was the problem because the study was focused only on Huddersfield people, the close community of middle sized Yorkshire town was not really representative in nationwide conditions.

Huddersfield itself was a fragmented space where the social and cultural situation was not very clear in some neighborhoods and market behaviour was strongly affected by this so the research was more difficult and less transparent. There were other limitative factors which influenced market and which did the research less demonstrative like religion, socio-cultural

issues or nationality and ethnicity. In conclusion we could say that the source of main limitation for the research was a small researched region and its demographic fragmentation. However this is the nature of qualitative research.

Future research directions would be to see to a hat extent the findings of this study are transferable to larger samples.

3.1.5 Sampling

The sample was defined as a group of people from the population who were asked by a researcher and those who really participated on the research and answered the questions were called respondents, (Kelemen and Rumens, 2008). A sample was a set of population which should represent typical features of it and it had to cover all dominant groups of population and demonstrate their specific natures (Kelemen & Rumens, 2008).

The list of all social units of population which had to be included in the sample is the sample framework (Maylor & Blackmon, 2005), the sample was created on the basis of this framework. Oliver (1997a) pointed out two main types of sampling methods, the probability sample and the non-probability sample. The probability sample was used in this dissertation because no targeted methods to prepare the sample by systematic search were employed.

When the research was finished the response rate was exactly counted, it represented share of returned questionnaires to the questionnaires administered (Maylor and Blackmon, 2005; Marshall, 1997).

3.2 Design of Questionnaire

Different types of questions have been used. Open and 'list' questions and scales were employed. The questionnaire was divided into four parts and each part represents one specific topic (Appendix A). The whole questionnaire was attached in its original form to the Appendix A and to the end of this chapter.

The links between hypothesis, theory and research questions were explained in following tables. Hypotheses were taken from chapter1.3, theory from the Literature review and objectives from chapter 1.3.5.

3.2.1 Explanation of questions

3.2.1.1 Opening questions section

Table 3.2.1.1 Questionnaire and its relation to theory, Part One

Welcoming questions	
1. Did you watch any football match in last couple of weeks?	Analytical task IV
2. Which team(s) do you support?	---
Personal data questions	
3. Age	Analytical task V. Hypothesis 2
4. Gender	Analytical task V. Hypothesis 4
5. What is your typical weekly income	Analytical task II.

The questionnaire was started with short introduction to the topic. The first and second questions opened the discussion. These were determined to catch respondents' attention.

Question 1 together with the introduction in the beginning this question created some kind of friendly relation between respondent and researcher and started the discussion. It was also used in process of analyzing Analytical task IV (see chapter 1.3.5) because the paradox of buying of branded products without real interest in game

Question 2 sorted out fans of local club and fans of other ones. It was interesting to see the distribution of support among locals.

3.2.1.2 'Information about you' section

Respondent was asked there for personal data such as age, gender and income (Table 3.2.1.1).

Age: Question for age was useful in terms of recognition of spending for products in relation to age and obviously in relation to stadium attendance and tickets bought, in terms of Analytical task V. Also we had to focus on Hypothesis 2 in order to identify younger fans that have propensity to sympathize with some violent groups.

Gender and Income: Tapp (2004) argued that males represent the main portion of football market and they spend a significant amount of their incomes on it, but this theory was opposed by Pope (2013) with the statement that females were more willing to spend money for the football related products (Hypothesis 4). On the basis of income and gender we were able to formulate conclusions for Analytical tasks II. and V. that dealt with the relationship of incomes, spending, visits of stadium and gender.

3.2.1.3 'You and football club' section

The second section of the questionnaire looked at stadium attendance by fans (Table 3.2.1.3). The main point of this was to evaluate loyalty to club according to attendance and to investigate spending for tickets.

Table 3.2.1.3 Questionnaire and its relation to theory, Part Two

Questions for stadium attendance	
6. How often do you visit matches?	Analytical tasks I. II. III. IV. V. Hypothesis 1 Hypothesis 2 Hypothesis 3 Hypothesis 4
7. What kind of tickets do you usually buy?	Hypothesis 1 Hypothesis 4
8. Are you member of any football fan society, fan club or football fan community?	Analytical task I.

Question 6 (stadium attendance) asked for match visits, it tried to evaluate relative loyalty of fan based on match attendance (Hypothesis 1), it had a quantitative value in relation to questions 5 and 7 because it showed the links between incomes and spending for tickets (Analytical task II.) and it supported the thesis of Pope (2013) (Hypothesis 4) and Theodorakis (2013) (Hypothesis 3) which drew a relation of match tickets loyalty and market values. Low attendance rates were taken into account in terms of Hypothesis 2.

Question 7 (match tickets): Market and loyal issues were discussed in this question because the kind of ticket also related to spending and on the basis of this information revenue to the club related to one customer (fan) could be estimated. Also the loyal fanatic fans probably identified themselves as 'season ticket holders' (Hypotheses 1 and 4).

Question 8 (fan society membership) focuses strictly on matters of loyalty, because membership of fan club usually means loyal personal statement of fan and in terms of marketing it is a kind of customer added value (Analytical task I.).

3.2.1.4 'Sport market' section

The third part of questionnaire investigated buying behaviour itself. There were questions for items purchased, money spent, and intensity of purchasing, promotion and place of purchase.

Question 9 (product): It investigated purchase of club branded products. This question could be put in context of attendance loyalty (Hypothesis 1, Analytical task III.), interest in game

and visits of stadium (Hypothesis 2, Analytical task IV.) and female interest on game and branded products (Hypothesis 4).

Sub-question 9: This question asked for the last purchased product and has just marketing meaning to investigate the kind of product purchased.

Table 3.2.1.4 Questionnaire and its relation to theory, Part Three

Sport market questions	
9. Have you ever bought branded products like programs, collector items, sport wear, kits or flags of your club?	Hypothesis 1 Hypothesis 2 Hypothesis 4 Analytical task III. Analytical task IV.
If yes, what was the last item(s) you purchased?	Marketing issue of most favorite product among fans
10. How often do you buy branded products of your club?	Hypothesis 1
11. How much money do you spend approximately for one unit of branded product?	Marketing issue of personal income of fan
12. From where do you usually purchase the club's branded products?	Marketing issue of preferred kind of shopping
13. Do you think that branded products of Huddersfield Town FC are well promoted?	Hypothesis 3

Question 10 (intensity of purchase): This question was important together with questions for income and spending in process of understanding of the marketing mechanism and it offered an opportunity to create a market framework which showed the economic points of the fandom in terms of purchasing and customer benefit.

Question 11 (spending): This question helped to see the willingness of fans to spend money and it shows how much and which way they spent money in addition to questions no. 9 and 10. In relation to questions for stadium attendance it helped to see the connection of the visit loyalty and purchase loyalty (Hypothesis 1).

Question 12 (place of purchase): Respondent could choose from different sorts of shopping and rate their importance to him in terms of this question, on basis of it author could draw relevant conclusion for shop habits of fans.

Question 13 (promotion of product): Here respondents could rate the level of promotion of branded products of Huddersfield Town FC, the local club was chosen because whole population was influenced by its promotion and could objectively answer this question, it was

the final conclusion for Huddersfield Town FC marketing strategy, because it showed the evidence of fan satisfaction with promotion of Huddersfield Town FC (Hypothesis 3).

3.2.1.5 'Services provided by club and sport marketers' section

In part four were questions linked to service usage by football fans. Services of football clubs were critically evaluated in this part. Whole this section was linked to local football team because all locals were familiar with its service advertising and were directly influenced by it

Table 3.2.1.5 Questionnaire and its relation to theory, Part Four

Questions for services use	
14. Have you ever used services provided by club?	Hypothesis 1 Hypothesis 2 Hypothesis 4
If <u>yes</u>, what was the last one?	Marketing question for explanation the last service used
15. Did you know about all services mentioned?	Marketing question proving the impact of promotion on local population
16. Are you satisfied with services provided by Huddersfield Town FC?	Hypothesis 3

Question 14: This question dealt with usage of services provided by club, because some groups of fans typically did not use them (Hypothesis 2) or on other hand use them with high frequency (Hypotheses 1 and 4).

Sub-question 14: this question had clearly marketing character to determinate which service is used the most.

Question 15: this one explored the knowledge of the services among population and proved the effectiveness of promotion process of Huddersfield Town FC, because if the promotion was doing well the knowledge would be on good level.

Question 16: Satisfaction with the services was important for some groups of fans (Hypothesis 3) and it also proved the effect of promotion of Huddersfield Town FC

Whole questionnaire is attached to the Appendix A and to the end of this chapter.

3.2.2 Questionnaire

Questionnaire

Hello, this research is looking at football fan market behaviour. It will take just five minutes of your time to fill the questionnaire. Thank you for your willingness, cheers!

1. Did you watch any football match in last couple of weeks?

☐ yes ☐ no

2. Which team(s) do you support? Write here: _____.

Information about you

3. Age

☐ 18 - 25 ☐ 26 - 35 ☐ 36 - 55 ☐ 56 or more

4. Gender

☐ male ☐ female

5. What is your typical weekly income

☐ less than £ 150 ☐ £ 151 - £ 250 ☐ £ 251 - £ 350 ☐ £ 351 or more

You and football club

6. How often do you visit matches?

Choose one option from below, please:

	home matches	away matches
a) up to 3 times a year	<input type="checkbox"/>	<input type="checkbox"/>
b) 3 – 10 times a year	<input type="checkbox"/>	<input type="checkbox"/>
c) every month	<input type="checkbox"/>	<input type="checkbox"/>
d) I visit most of matches	<input type="checkbox"/>	<input type="checkbox"/>
e) I visit all matches	<input type="checkbox"/>	<input type="checkbox"/>
f) I've never been to	<input type="checkbox"/>	<input type="checkbox"/>

7. What kind of tickets do you usually buy? Choose one option, please:

☐ Single match tickets ☐ Group tickets
☐ Family match tickets ☐ I'm a season ticket holder

8. Are you member of any football fan society, fan club or football fan community?

☐ yes ☐ no

Thank you for your answers

Sport market

9. Have you ever bought branded products like programs, collector items, sport wear, kits or flags of your club?

☐ yes ☐ no (if no, go to question no. 13.)

If **yes**, what was the last item(s) you purchased? Write here: _____.

10. How often you buy branded products of your club?

☐ never ☐ one time a year

☐ more than one time a year ☐ monthly

11. How much money you spend approximately for one unit of branded product?

☐ less than £ 10 ☐ £ 11 – £ 25 ☐ £ 26 – £ 50 ☐ more than £ 51

12. From where do you usually purchase the club's branded products?

Tick one answer for each option, please:

	mainly from	sometimes from	never
a) official store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) official internet store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) other shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you think that branded products of Huddersfield Town FC are well promoted?

1 2 3 4
Definitely yes ☐ ☐ ☐ ☐ Definitely no

Services provided by club and sport marketers

Local football team also provides **services** like stadium bar, transport of fans to the away matches and special service for disabled persons on the home stadium.

14. Have you ever used services provided by club?

☐ yes ☐ no

If **yes**, what was the last one? Write here: _____.

15. Did you know about all services mentioned?

☐ yes ☐ no

16. Are you satisfied with services provided by Huddersfield Town FC?

1 2 3 4
Highly satisfied ☐ ☐ ☐ ☐ Strongly dissatisfied

Thank you for your answers

3.2.3 Pilot Study

Before distribution, the questionnaire was tested on sample of six students in order to examine the right understanding of all questions and to find and remove mistakes and incorrect meanings; the pilot study is ordinary an instrument of pre-research process Maylor and Blackmon stated (2005). Pilot questionnaire is attached as Appendix B. Findings of the Pilot study were consulted with author's personal tutor.

The main changes were made in the category question for income which seemed to contain confusing data which about average incomes; buyer behaviour questions were in the wrong order and they needed changes in terms of meaning, because the pilot study demonstrated a wrong understanding of it; also simply grammatical mistakes were found in the text and some additional information was attached to the text body to support a better understanding of questions. Additional space allowing the self-expression of respondent was added to the questions 10 and 15. Finally the number of questions was reduced when confusing question 9 was deleted.

The final version of questionnaire including the changes is attached as Appendix A.

3.3 Distribution of Questionnaire

The questionnaire was distributed in two different ways, because the questionnaire focuses on respondents who have slightly different backgrounds. In relation to chosen population the author decided to distribute the questionnaire via internet as well as to distribute it in paper form. Younger respondents are more probably organized in social networks on the internet whilst older groups were mainly connected via leisure time societies and clubs and had a bad command of the internet so in terms of this the paper a questionnaire was better way how to interview this group.

The paper form of questionnaire was distributed in streets, entertainment zone and fan bars; these areas had been chosen because fans usually met there. The questionnaire was distributed in surrounding areas of Huddersfield John Smith's stadium, in the entertainment zone of King Street and Zetland Street in Huddersfield and in football bars of Grove Street, Lord Street and Lockwood Road, Huddersfield.

Younger people usually had better access to the internet so the internet version of questionnaire was chosen to cover a bigger sample of them.

For internet distribution the Google Form application was chosen as it enabled users to create interactive questionnaires and articles. This interactive version of the questionnaire was spread via e-mail and social networks like Facebook and Twitter.

The original form of questionnaire distributed by both the ways was attached to this dissertation in Appendix A.

4. Results

4.1 Introduction

The previous chapter identified appropriate methods and strategies which were used in this research. This chapter explains the primary data collected and highlights the most important evidence investigated. Here are summarized main points investigated during the collection of data and whole sum of data collected is explained here on the basis of literature reviewed.

4.1.1 Collection of data

The primary data were collected by self-administered internet questionnaire and by classic paper questionnaire, which one is sometimes called interviewer administered questionnaire; author vindicated his decision about the research method in chapter 3.3.

The internet research was accessed to students of University of Huddersfield and it was started on 26th February via Google Forms internet service. The e-research was terminated on 29th March. Unfortunately just 29 answers were collected.

The interviewer administered questionnaires were distributed in two distribution waves between 3rd March and 4th March and between 10th March and 11th March. The paper version of questionnaire was distributed in Huddersfield town centre, mainly in football leisure centers, clubs and bars.

207 questionnaires were distributed by both ways and 204 returned or were collected by author. The numbers of questionnaire collected and response rates are summarized in Table 4.1.1.1.

Table 4.1.1.1 Questionnaires distributed and collected

	Distributed questionnaires	Collected questionnaires	Response rate
E-questionnaire	---	29	---
Paper questionnaire	178	175	98.31%
Total	178 (207)	204	(98.55%)

Table 4.1.1.1. Distributed questionnaires box for E-questionnaires was left blank because it was self-administered questionnaire and the response rate was irrelevant in this case, also Total response rate was cited in brackets because it counts with number of virtually administered E-questionnaires.

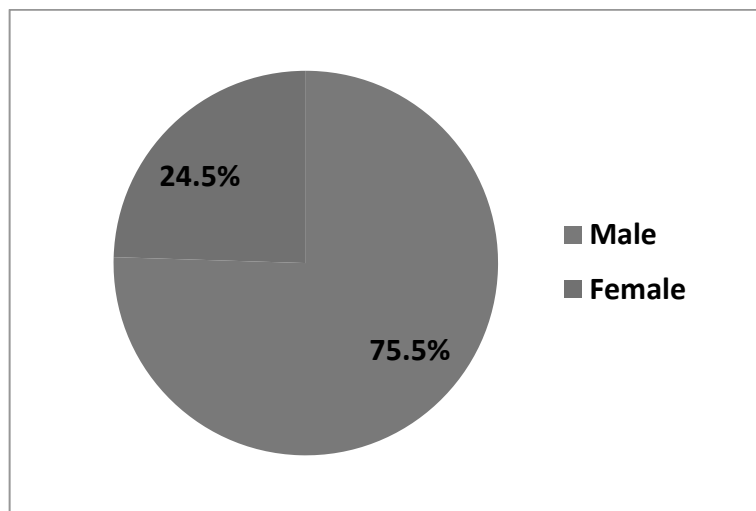
4.2 Profile of respondents

All respondents participated in the research were divided into groups according to their Age, Gender and Income. This division is highlighted in following section.

4.2.1 Gender

204 respondents answered the questionnaire, 154 of them were male respondents which represent 75.5% of all respondents; 50 respondents were females which is 24.5% of respondent body. Those data were important in process of identification of gender related behaviour of fans.

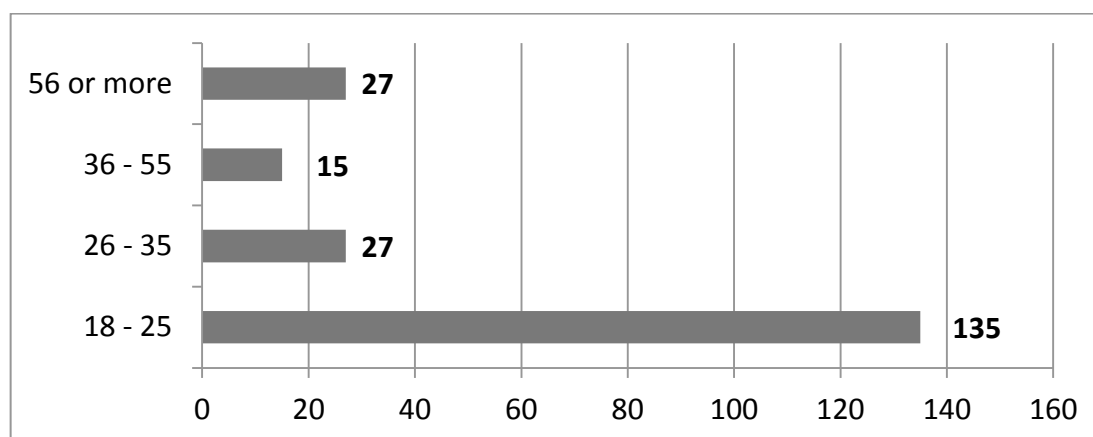
Chart 4.2.1.1 Gender of respondents



4.2.2 Age

From 204 respondents, 135 were in category of 18 – 25 years, which represented 66%; 27 people belonged to 26 – 35 years category (13% of respondents); 15 were 36 – 55 years old (15%) and 27 were respondents of 56 or more which was 13 % of respondents (Chart 4.2.2.1).

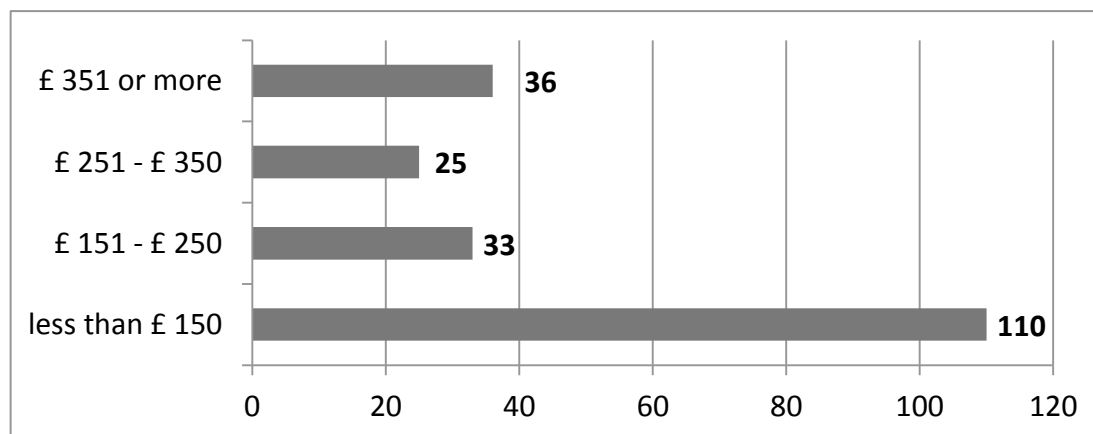
Chart 4.2.2.1 Age structure



4.2.3 Weekly income of respondents

110 respondents (54% of all respondents) were identified themselves as low income with average week income under £150, most of them were students but there were also pensioners and unemployed. Other income groups are represented by 33 respondents (16%) for £151 - £250 per week; 25 respondents (12%) with £251 - £350 per week and 36 respondents (18%) with £ 350 or more per week (Chart 4.2.3.1).

Chart 4.2.3.1 Income structure of respondents



4.3 Respondent's relation to the football

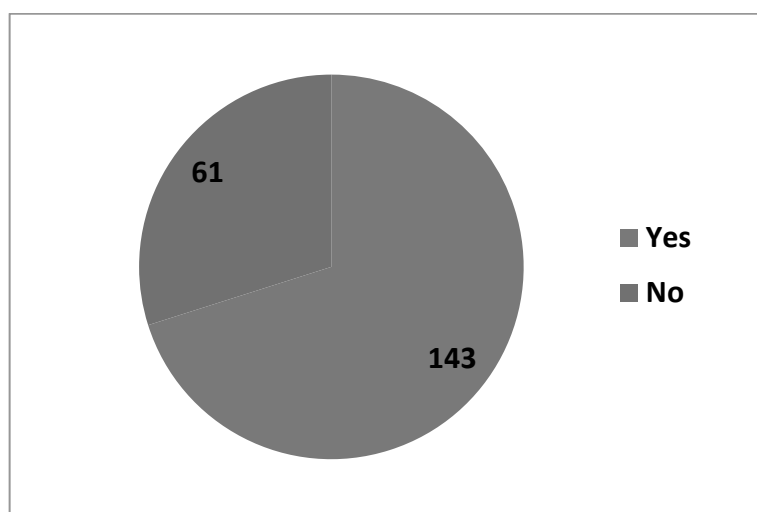
4.3.1 Explanation of an issue

The respondent was asked for the club supported and for spectating of any football match in last couple of weeks by very first questions.

The first question was not very significant in terms of this research (see chapter 3.2) because it simply asked for last match spectating, but it gave evidence how many people really watch the football from the people who describe themselves as football fans.

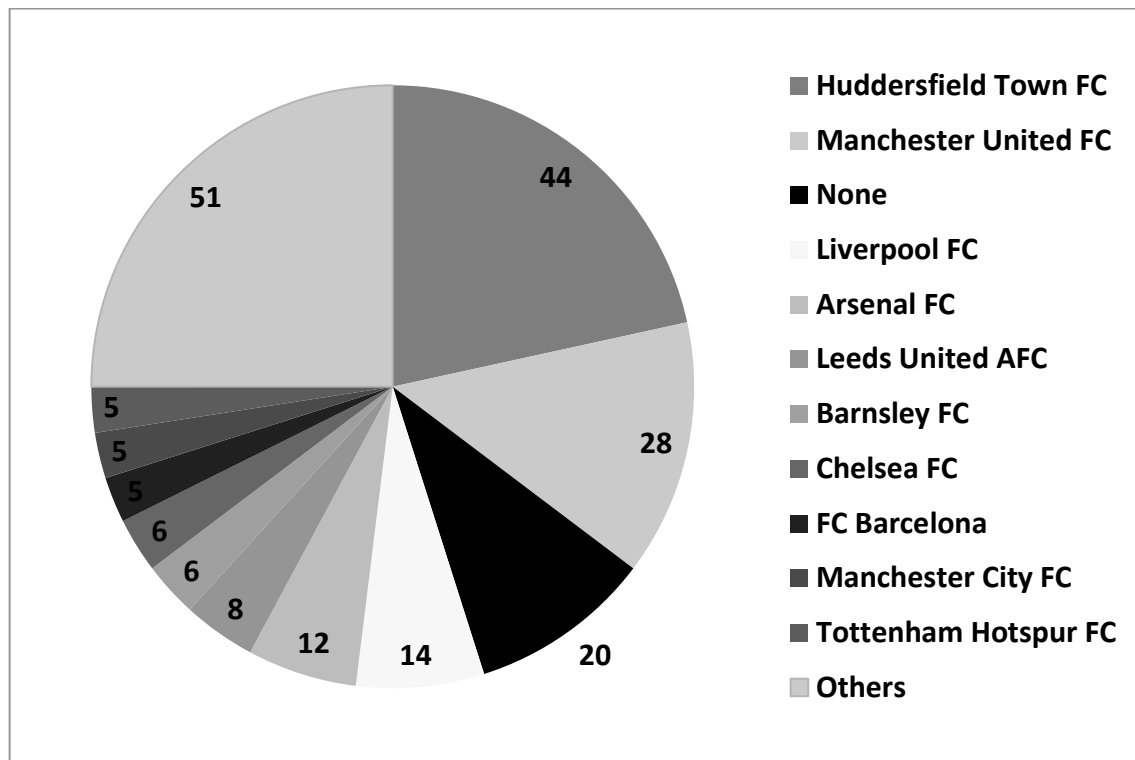
The second question was related to the football club supported, this shows which clubs are supported in the Huddersfield area and together with the first question it explained how many people support but not watch any club, which is important in process of identification of so called Casual (or passive) fandom (Tapp, 2004).

Chart 4.3.1.1 Have you watch any football match in last couple of weeks?



143 respondents (70%) stated that they had watched any football match during last couple of weeks (Chart 4.3.1.1) but for question 'Which club do you support?' just 20 (9.8%) answered none (Chart 4.3.1.2) it meant. These 41 respondents could be identified as Casual fans (Tapp, 2004) because they did not watch the football on regular basis, because the loyal fandom was identified as an everyday support, those 41 respondents should be investigated for the products purchased in order to evaluate market benefit for vendors because according to Hypothesis 2 some younger fans are not very interested in game but they attempt to be part of the fan society with strong paternal role of club and they sometimes aim at violent behaviour.

Chart 4.3.1.2 Clubs supported by people of Huddersfield Town centre.



In Chart 4.3.1.2 are mentioned only clubs with support of more than 5 respondents and the other clubs are counted to the overall section 'Others', a full list of all clubs supported is displayed in Appendix C.

4.4 Relative loyalty to the club

4.4.1 Explanation of purpose of the loyalty measure

González-Gómez (2010) and Theodorakis (2013) theorized that the loyalty to the club should be measure by the frequency of visits to the stadiums and matches, they thought that the loyalty was directly determined by the stadium attendance in the past and called it attendance loyalty; Gierasimczuk (2011) agreed but he also noted that nowadays we also have to count with the spectators who watch the football on internet and TV.

The theme of visit was investigated from three perspectives: Attendance, The type of tickets purchased and Football fan-club membership. The membership itself was important in the process of identification of loyalty based on introduction of loyalty customer bonds (see section 2.3.2.2) which are provided via the fan-clubs.

4.4.2 Football match visit

All respondents were asked if they visit live matches on stadiums and how often. This question was divided to two groups of home matches and away matches in order to investigate the supporter's willingness to travel to the away match (Chart 4.4.2.1 and Chart 4.4.2.2), it is important in the process of evaluating the supporter loyalty because according to Pope (2013) and Tapp (2004) this willingness to follow the club to a distant match is a common sign of a very loyal fan and the identification of this kind of fan is important in terms of marketing because this kind of fans is more commercially beneficial than others.

Chart 4.4.2.1 Football match visit – home matches

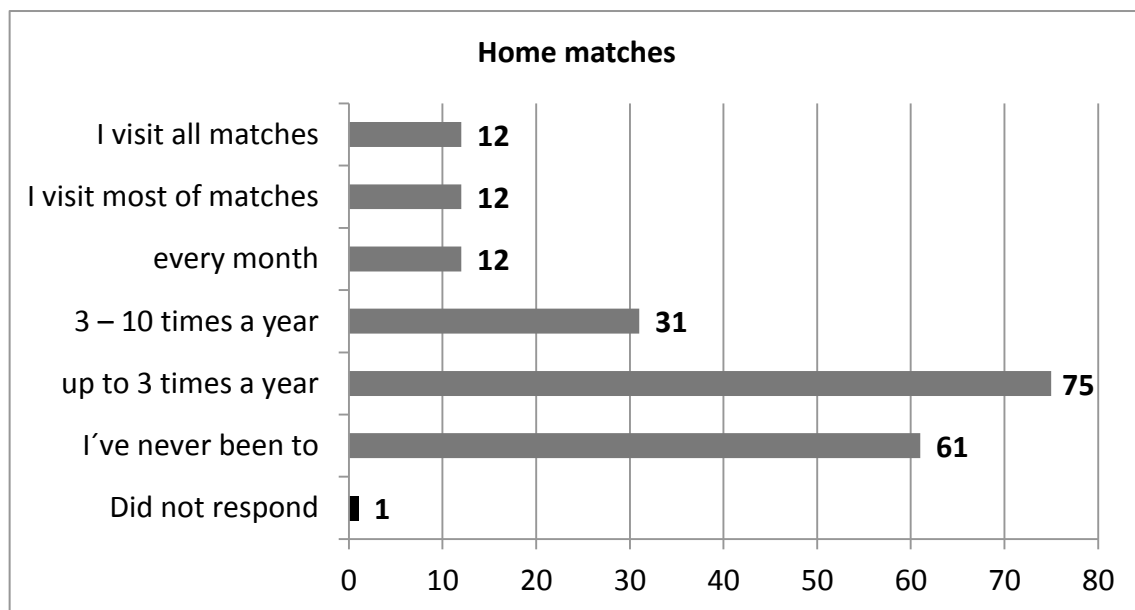
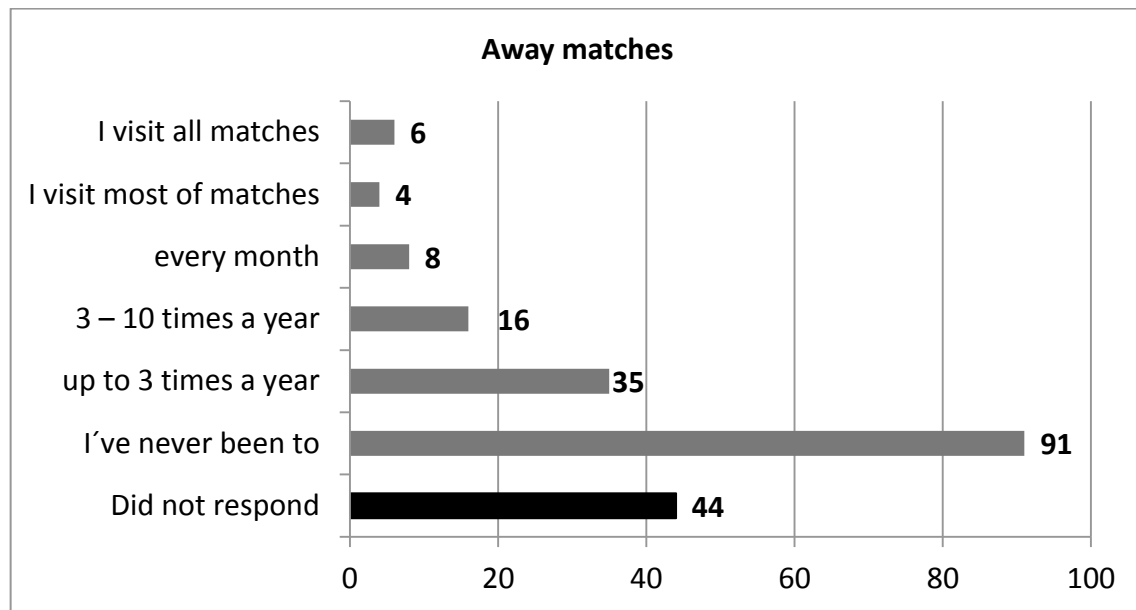


Chart 4.4.2.2 Football match visit – away matches

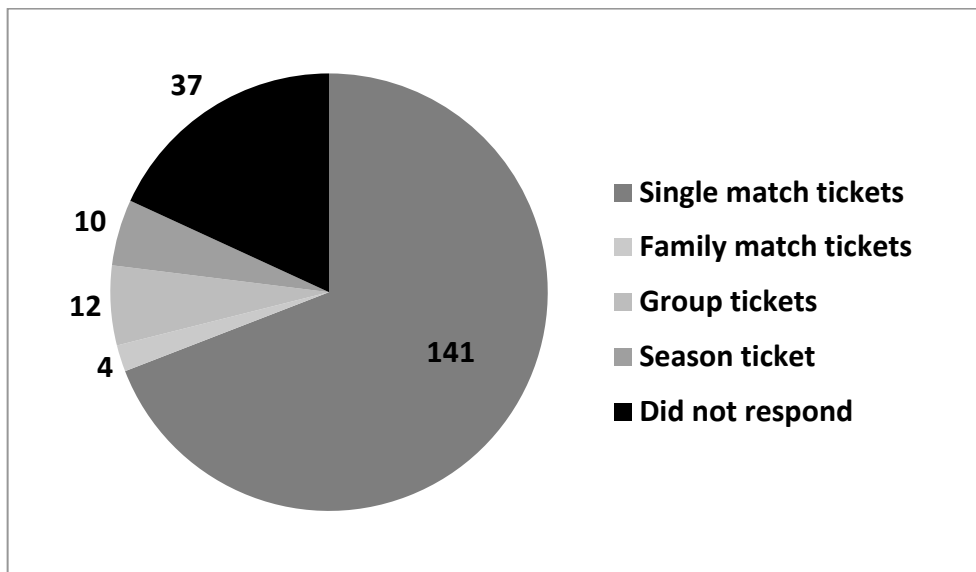


On Charts 4.4.2.1 and 4.4.2.2 we could identify the significant number of respondents who declared that they did not attend matches (61 for home and 91 for away matches) or simply did not respond (1 for home matches and 44 for away matches), this paradox could be explained in relation to Chart 4.3.1.1 and Chart 4.3.1.2 because 61 respondents declared that they did not watch the football on regular basis (Chart 4.3.1.1) and 20 of them said that they did not support any club; the understanding of fan behaviour in terms of attending the stadiums is important in the process of developing strategy because the clubs did not provide just tickets but they provide also services at stadiums so the knowledge of fan attendance is important in for development of services providing strategy.

4.4.3 Kind of tickets purchased

From the sort of tickets purchased we could easily deduce their market benefit and spending. 141 people (69.1% of respondents) answered that they purchase single match tickets. Just 12.7% of respondents represented rest of all ticket groups (group, family and season tickets) (Chart 4.4.3.1), 37 respondents (18.1%) did not answered this question.

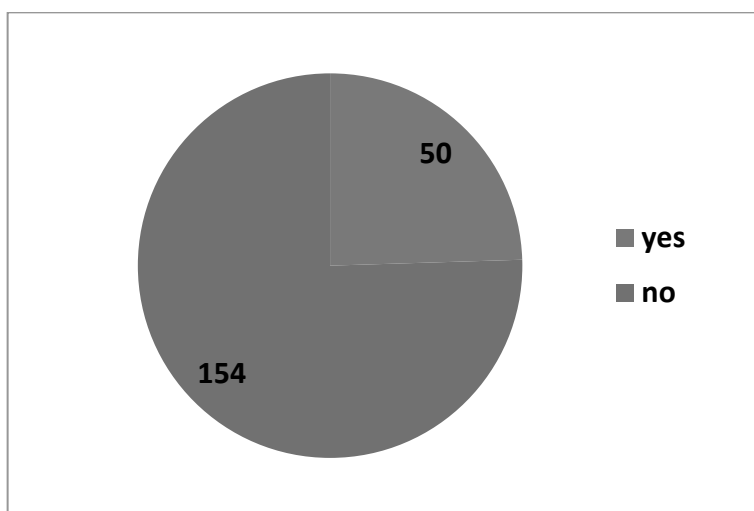
Chart 4.4.3.1 Kind of ticked purchased



4.4.4 Fan-club or football society membership

50 respondents answered that they belong to a football fan society or fan-club (Chart 4.4.4.1). Football society or fan-club memberships is important in process of evaluating and managing fan loyalty because the loyalty customer bonds (see section 2.3.2.2) could be distributed via the fan-club, and the significant customer related data could be collected by football club if the fan-club is directed by it.

Chart 4.4.4.1 Football fan-club membership



4.5 Sport market

4.5.1 Fan customer behaviour

Respondents were asked for their customer behaviour in the football market, it means that they had to express their relation to the market, to explain the purchase of products and the way of purchase them. 68 respondents (33.3%) declared that they never bought any football branded product (Chart 4.5.1.1) and 136 respondents stated that they did. Question 9 of questionnaire enabled further expression of the respondents and 124 of them noted what they bought last (Chart 4.5.1.2).

Chart 4.5.1.1 Purchase of football branded products

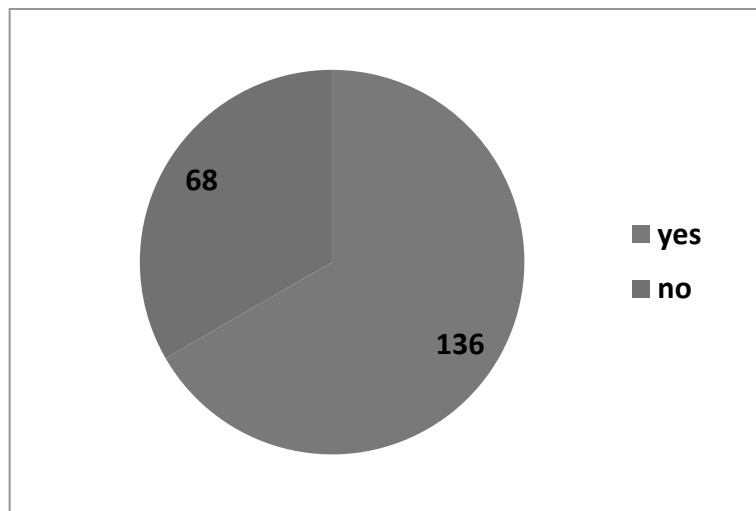
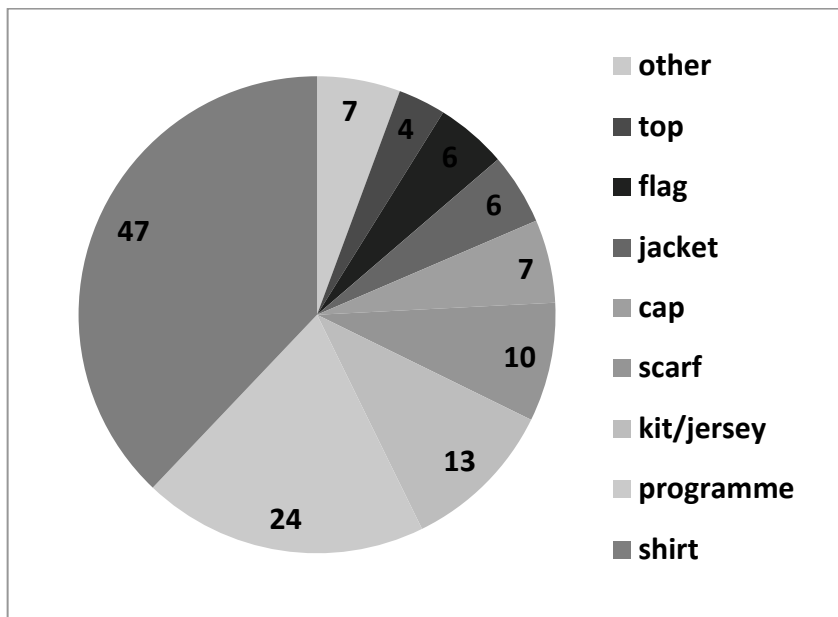


Chart 4.5.1.2 Last product purchased

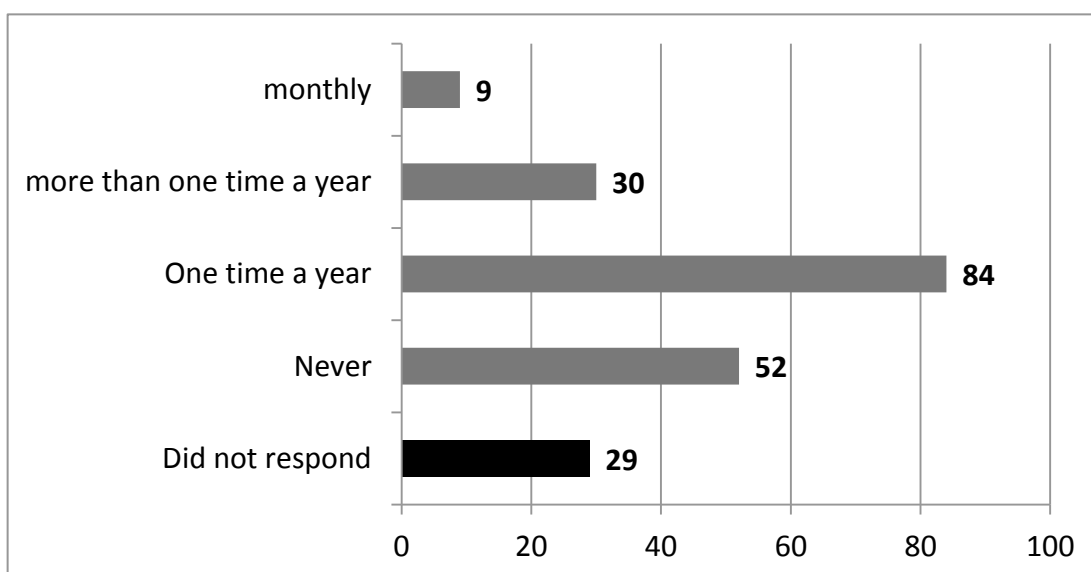


In category 'other' of Chart 4.5.1.2 are included items which appeared in the answers one time such as Socks, tie, window stamp, poster, calendar, beer glass and accessories.

4.5.1.1 Way of purchasing branded products, frequency and spending

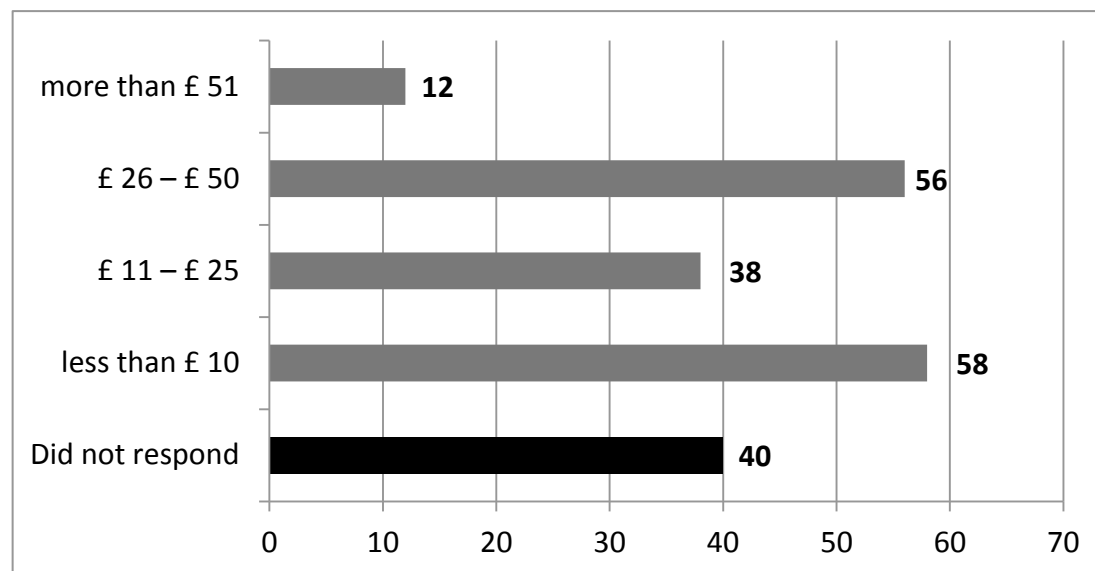
In Chart 4.5.1.1.1 was explained the frequency of purchases, 29 respondents (14.2% of all respondents) did not answered this question so were excluded from the final analysis, also the respondents who answered 'Never' as an intensity of purchase were excluded.

Chart 4.5.1.1.1 Frequency of purchasing the branded products



The spending was researched and the results were summarized in Chart 4.5.1.2.1. 40 respondents did not answer this question, it was caused partly by the fact that 33.3% of respondents stated that they never bought any branded product (Chart 4.5.1.1) and partly by the fact that this question was not mandatory (Chart 4.5.1.2.1).

Chart 4.5.1.1.2 Spending for branded products



Respondents have been asked for shop where usually buy football branded products, not all respondents answered this question because the answering was conditionally determined by positive answer for questions 'Have you ever bought any branded product' and 'How often do you buy.'

147 respondents answered the question for the shop where they usually purchase the branded products; most of them (76) noted that they mainly shop in the official store of football clubs (Table 4.5.1).

Table 4.5.1.1.1 Answers of question for shop where the branded products were purchased

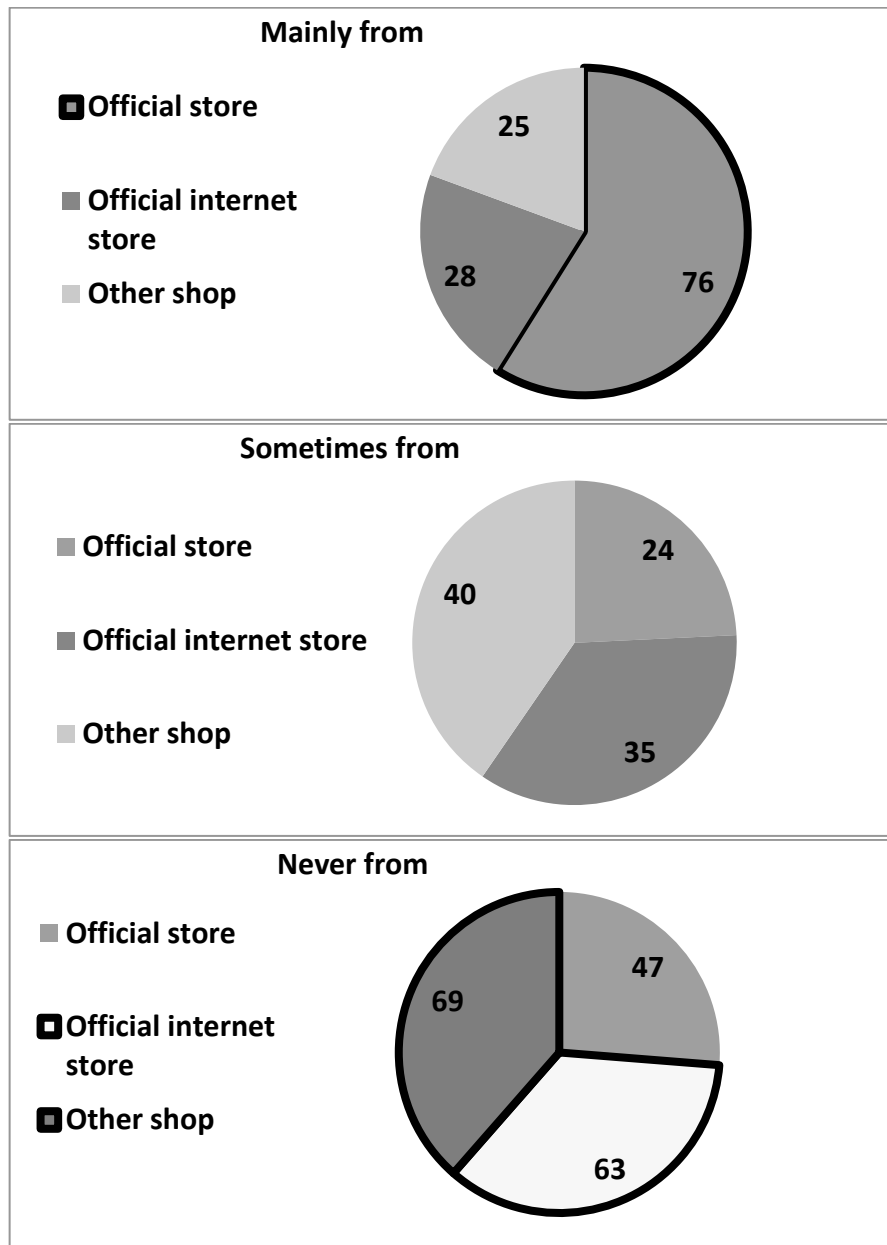
From where do you usually purchase the club's branded products?			
	Mainly from	Sometimes from	Never
Official store	76	24	47
Official internet store	28	35	63
Other shop	25	40	69

The highest and the lowest scores were highlighted in Green and Red and Yellow (Table 4.5.1).

The extreme results (Group of charts 4.5.1.1.3) were highlighted in Green (highest positive result) and Red and Yellow (Highest negative result). According to this analysis it was

obvious that majority of respondents (76 of 147; 51.6%) attempt to shop in official shops of the football clubs.

Group of charts 4.5.1.1.3 Summarization of results of Table 4.5.1.1.1

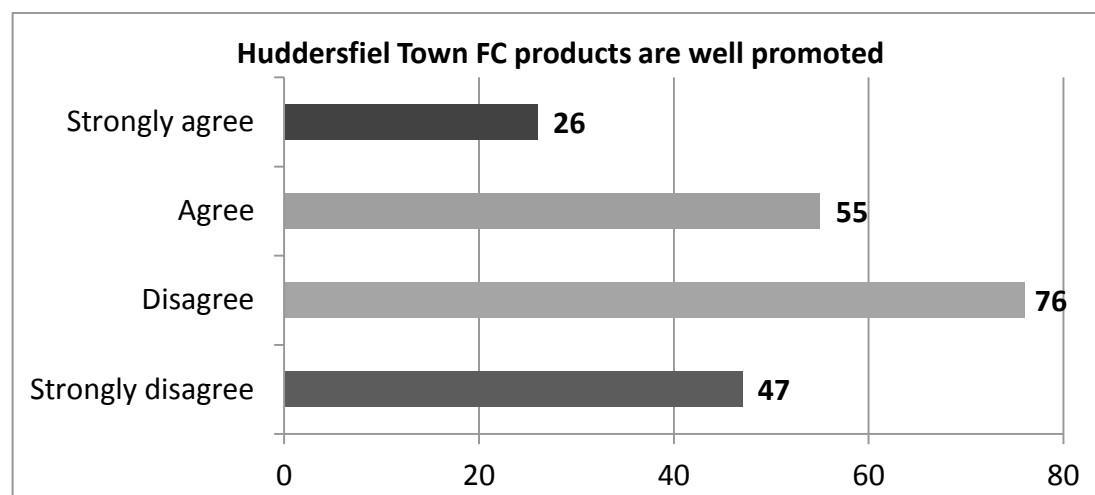


4.5.1.2 Promotion of Huddersfield Town FC branded products

To evaluate the impact of promotion of the football clubs, a local example which was familiar to the respondents, Huddersfield Town FC was chosen. The respondents were asked for their opinion about promotion of Huddersfield Town FC branded products. All respondents (204) answered this question and most of them thought that the products are badly promoted (76

respondents) or very badly promoted (47). The satisfaction with promotion was very low in general. Just 12.7% respondents noted that the promotion is good (Chart 4.5.1.3.1).

Chart 4.5.1.3.1 Public opinion of promotion of Huddersfield Town FC branded products



4.6 Services provided by club

4.6.1 Services of Huddersfield Town FC

Respondents were asked for their knowledge of services provided by local football clubs. Just 77 respondents (37.7%) stated that they knew all services mentioned (Chart 4.6.1.1), and just 61 people (29.9%) declared that they have used those services, it gave evidence that locals had bad knowledge of the services so the promotion strategy is probably managed badly on other hand just 44 respondents cited the Huddersfield Town FC as their first and most preferred club (Chart 4.3.1.2), and the knowledge of services was higher so not only fans of Huddersfield Town FC knew the services which showed that the promotion cannot be so bad eventually.

Chart 4.6.1.1 Knowledge of Huddersfield Town FC services among local people

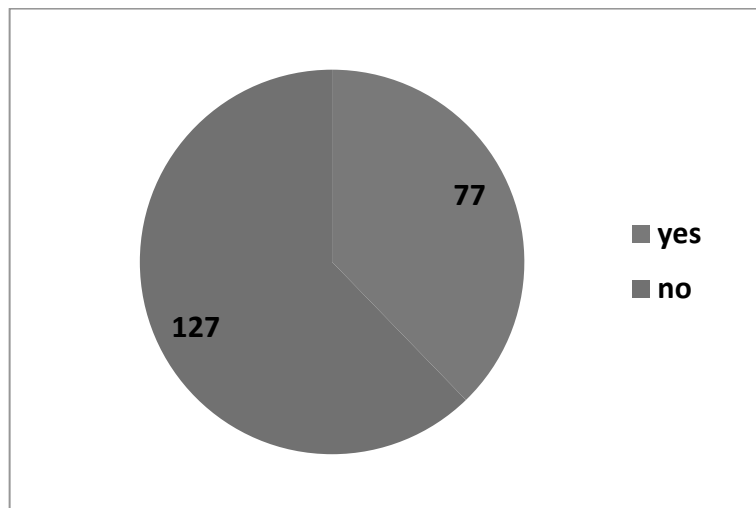


Chart 4.6.1.2 Usage of Huddersfield Town FC services

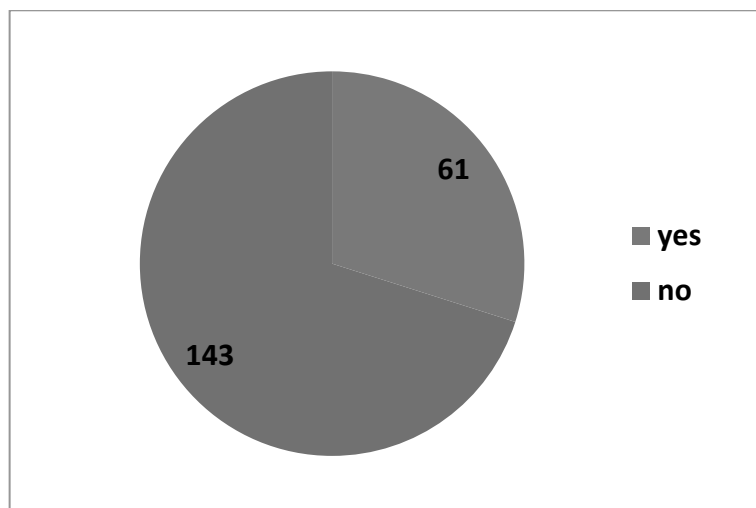


Chart 4.6.1.3 Usage of specific services

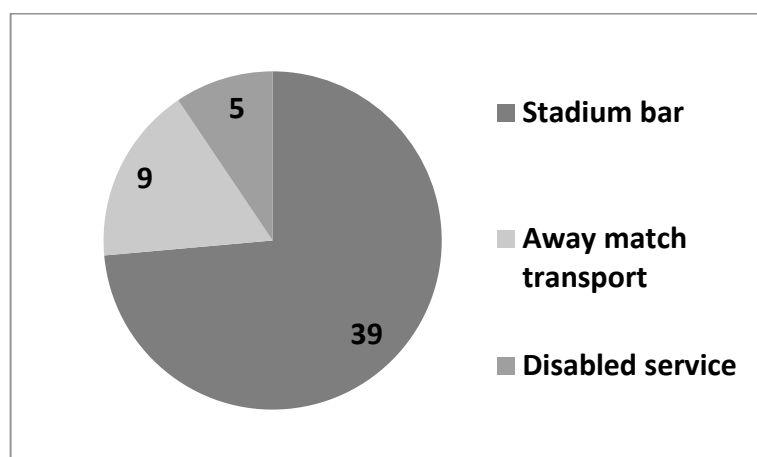
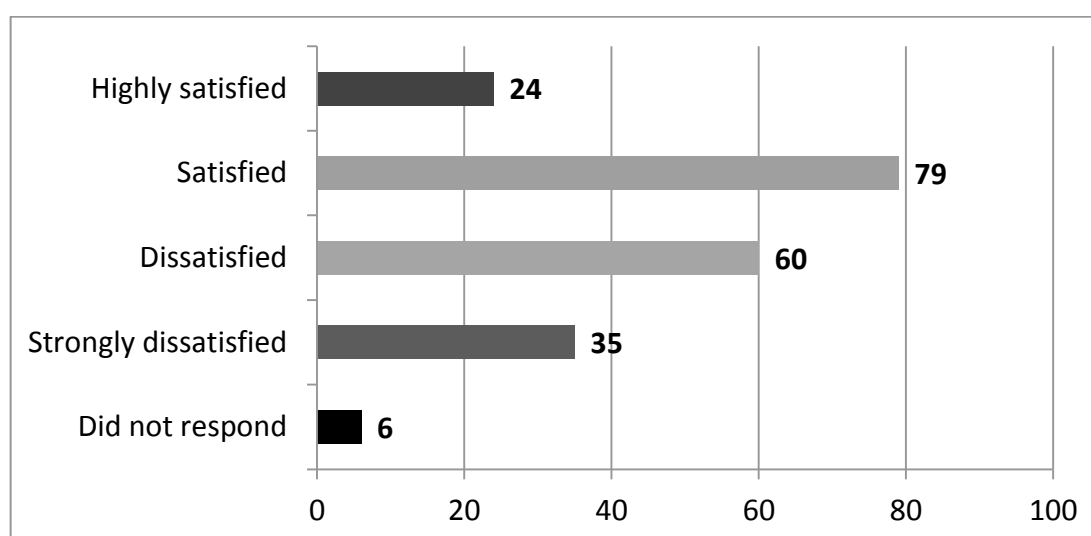


Chart 4.6.1.3 summarized the answers of question 14a; this question was answered on voluntary basis and 53 people answered it; most of them noted that they used mainly the stadium bar of Huddersfield Town FC, but there were also ones who used the Away match transport and Special service for disabled persons.

4.6.1.1 Satisfaction with Huddersfield Town FC services

The satisfaction with services of Huddersfield Town FC was studied together with results for knowledge and usage of services (Charts 4.6.1.2 and 4.6.1.2). Although the usage of services was low (Chart 4.6.1.2) the satisfaction rate was found to be on a higher level (50.5%), 24 respondents were highly satisfied (11.8%) and 79 were satisfied (38.7%).

Chart 4.6.1.1.1 Satisfaction with Huddersfield Town FC services



5. Discussion

5.1 Analysis of results

The Analytical tasks and Hypothesis (chapter 1.3) are critically evaluated and analyzed in this chapter. Analytical software SPSS was used for analysis of most of these Tasks and Hypothesis, but some of them were analyzed on the basis of classic data comparison.

5.1.1 Analytical task I

'Is there any relation between fan-club membership and the type of match tickets purchased?'

The theoretical relation between fan-club membership and type of ticket purchased was assessed because the fan-club members usually have discounts for group or season tickets so finding of this virtual link could be useful in terms of formulating football club market strategy.

Answer of task I: The probable relation between fan-club membership and type of tickets purchased was not proved by the statistical test (Table 5.1.1.1), so it was not the norm that fan-club members purchase any specific type of tickets, basically they purchase all types of tickets proportionally. The correlation of those two factors was found on very low level (Table 5.1.1.1).

Table 5.1.1.1 Correlation test for relation between fan-club membership and type of tickets purchased

Correlations			
		Type of ticket	Membership
Type of ticket	Pearson Correlation	1	,023
	Sig. (2-tailed)		,770
	N	167	167
Membership	Pearson Correlation	,023	1
	Sig. (2-tailed)	,770	
	N	167	167

5.1.2 Analytical task II

'Is there any relation between income and visits to stadiums?'

Collected data was summarized to the two general groups for easier application of them, income categories 'less than £150' and '£151 – £250' from questionnaire were put together to create appropriate income factor, higher income rates and different visit group were fused as well (Figure 5.1.2.1). These factor categories were analyzed by SPSS software.

Answer of the task II: No relations between income and visits of stadium were found. Correlation test did not prove this theory and the idea that stadium attendance is determined by income of spectators was not confirmed (Table 5.1.2.1). Anyway the significance was found on low level of 0.069 so the factors were very close to correlation, but the statement was not proved.

Figure 5.1.2.1 Make up of analytical factors

Income factor analyzed	Questionnaire option	Visit factor analyzed	Questionnaire option
Up to £ 250	Less than £ 150	Rare visit	Up to 3 times a year
	£ 151 - £ 250		3 – 10 times a year
Over £ 251	£ 251 - £350	Frequent visit	Every month
	£ 351 or more		I visit most of matches
			I visit all matches
		Null visit	I've never been to

Table 5.1.2.1 Correlation test for task II
Correlations

		Income	Frequency of visit
Income	Pearson Correlation	1	-,128
	Sig. (2-tailed)		,069
	N	203	203
Frequency of visit	Pearson Correlation	-,128	1
	Sig. (2-tailed)	,069	
	N	203	203

5.1.3 Analytical task III

'Is there any relation between branded product purchase and relative attendance at the stadium?'

Hypothetically some fans could purchase bigger volume of branded products than others and this could have impact on the stadium visit. Questionnaire data for stadium attendance was fused on the basis of Figure 5.1.2.1.

Answer of the task III: Correlation test proved the theory of task III and the links between higher stadium attendance and purchase of branded product were found (Table 5.1.3.1). The correlation of those two factors is very high and the significance rate was investigated on 0.01 level (Table 5.1.3.1) it means very high accuracy of statement.

Table 5.1.3.1 Correlation test for task III

Correlations		Frequency of visit	Branded product purchase
Frequency of visit	Pearson Correlation	1	,284**
	Sig. (2-tailed)		,000
	N	203	203
Branded product purchase	Pearson Correlation	,284**	1
	Sig. (2-tailed)	,000	
	N	203	203

** . Correlation is significant at the 0.01 level (2-tailed).

5.1.4 Analytical task IV

'Do fans buy branded products although they do not watch the game on regular basis?'

Frosdick and Marsh (2005) identified group of fans who did not watch the game of football but buy the branded products, this theory was discussed on the basis data collected by this research. Most important was the respondent negative statement for stadium visit and purchase of branded products.

In the analysis were used both data for attendance of stadiums and interest in the sport (questionnaire - question 1). Interest in sport was meant as a watch of game of football on regular basis on TV for instance.

Answer of the task IV: This statement was proved in its whole meaning (Table 5.1.4.1), according to the table all three factors were related and linked. With higher interest in the sport the higher purchase comes, on other hand frequency of visit decline with intensity of purchase and frequency of watching the football on TV (Table 5.1.4.1). These could be understood as a shifting of preference from watching live football to the consumption of the branded products and watching the game on TV.

Table 5.1.4.1 Correlation test for task IV
Correlations

		Purchase	Interest in the sport	Frequency of visit
Purchase	Pearson Correlation	1	,418**	-,317**
	Sig. (2-tailed)		,000	,000
	N	203	203	203
Interest in the sport	Pearson Correlation	,418**	1	-,400**
	Sig. (2-tailed)	,000		,000
	N	203	203	203
Frequency of visit	Pearson Correlation	-,317**	-,400**	1
	Sig. (2-tailed)	,000	,000	
	N	203	203	203

** . Correlation is significant at the 0.01 level (2-tailed).

5.1.5 Analytical task V

'Are there any differences between males and females and different age groups in respect of visiting the stadium and buying branded products?'

On the basis of data collected the respondents have been divided into gender and age groups and those groups were evaluated. The evaluation framework consists of evidence for fan-club membership, purchase of branded products, usage of services of football clubs and stadium attendance. Those four factors were chosen because they were related directly to market values which were researched by this dissertation, from those factors the benefit of customer could be estimated easily.

Overall features and benefits of gender and age groups were important in this task.

Answer of the task V: In conclusion we could say that there really were differences among genders; males purchase more products and visit the stadiums more frequently (Chapter

5.1.5.1), those features were confirmed by T-test (Table 5.1.5.1.3) but the differences in use of services were not found (Table 5.1.5.1.5).

There was established an evidence that younger football fans have lower interest rate in services provided by football club and lack of interest in attending stadiums (chapter 5.1.5.2).

Significant differences between age and gender groups have been found (see results of Chapter 5.1.5).

5.1.5.1 Comparison of genders

The sample was divided into gender groups and typical features were studied (Table 5.1.5.1.1) (Chart 5.1.5.1.1). Also frequency of visit stadiums was investigated (Table 5.1.5.1.2) (Chart 5.1.5.1.2).

It is obvious that males use club services, buy branded products and attend fan-clubs more often than females (Chart 5.1.5.1.1), on other hand only a gender difference in branded product purchase was proved by statistical test (Table 5.1.5.1.3 and Table 5.1.5.1.4). 71.24% of males noted that they buy the branded products them but only 54% females do so (Chart 5.1.5.1.1).

Males overcame females also in terms of stadium attendance (Chart 5.1.5.1.2). Two times more females than males noted that they never visit stadium.

The significant difference in use of services was not proved by analytical test (Table 5.1.5.1.5 and Table 5.1.5.1.6).

Table 5.1.5.1.1 Representation of specific features among genders

Gender	Total number of respondents belonging to the gender	Fan-club members	Customers of branded shops	Service users
Males	154	44	109	48
Females	50	6	27	13

Chart 5.1.5.1.1 Percentage distribution of specific features among genders

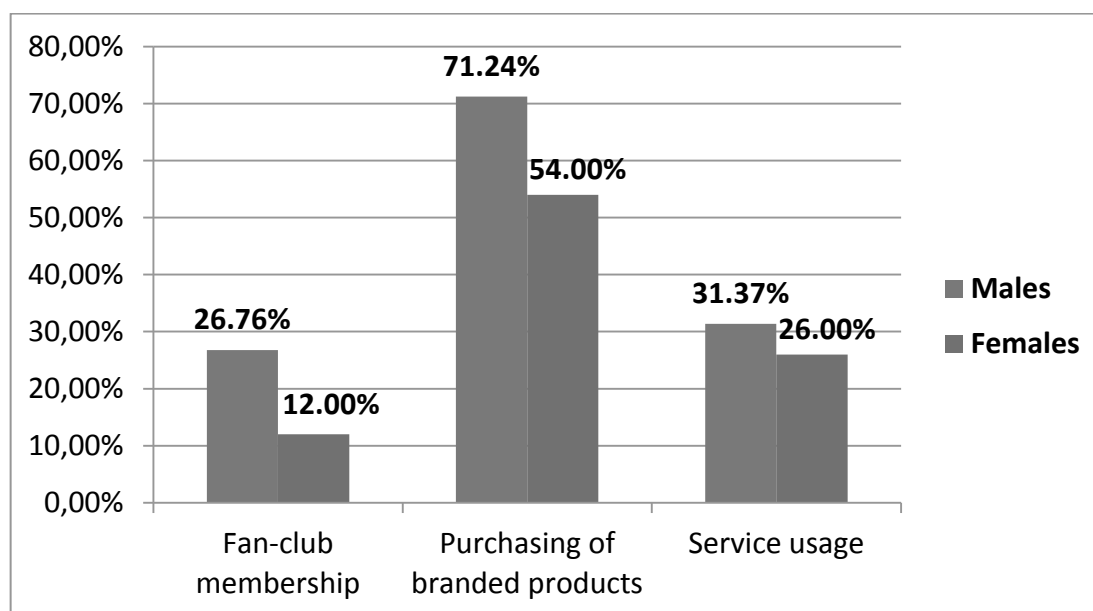


Table 5.1.5.1.2 Frequency of visit of stadium

	Up to 3 times a year	3 – 10 times a year	Every month	Most of matches	All matches	Never visit
Males	59	28	8	11	11	36
Females	16	3	4	1	1	25

Chart 5.1.5.1.2 Percentage of respondents according to their stadium attendance

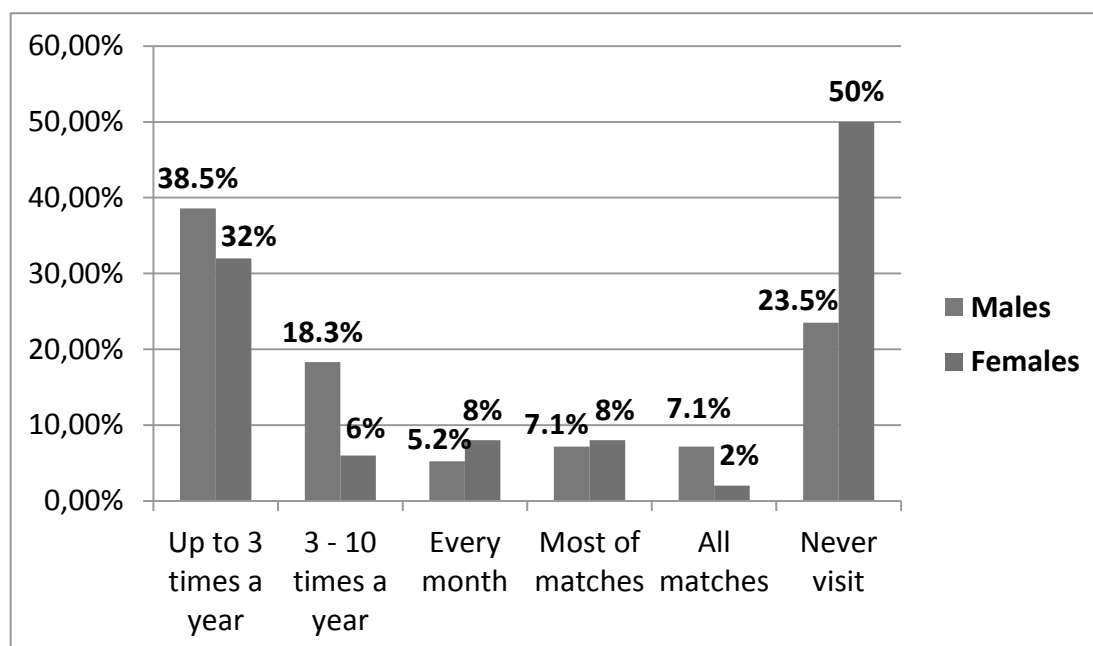


Table 5.1.5.1.3 T-Test for Purchase and Gender

Group Statistics					
	Purchase	N	Mean	Std. Deviation	Std. Error Mean
Gender	,00	68	,6618	,47663	,05780
	1,00	136	,8015	,40037	,03433

Table 5.1.5.1.4 T-Test for Purchase and Gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Gender	Equal variances assumed	16,217	,000	-2,202	202	,029	-,13971	,06344	-,26480	-,01461
	Equal variances not assumed			-2,078	115,481	,040	-,13971	,06723	-,27286	-,00655

Sig (2-tailed) factor shows levels under **0.05** so the difference between genders was proved

Table 5.1.5.1.3 shows difference of factor Mean, its score for **1.00** is **,8015** it means that males more often than females purchase the branded products

Table 5.1.5.1.5 T-Test for Service use and Gender

Group Statistics					
	Service usage	N	Mean	Std. Deviation	Std. Error Mean
Gender	,00	143	,7413	,43948	,03675
	1,00	61	,7869	,41291	,05287

Table 5.1.5.1.6 T-Test for Service use and Gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Gender	Equal variances assumed	2,057	,153	-,691	202	,490	-,04563	,06603	-,17582	,08456
	Equal variances not assumed			-,709	120,147	,480	-,04563	,06439	-,17311	,08185

Sig (2-tailed) shows too high scores so there is no relation in this case

5.1.5.2 Comparison of Age groups

The sample was studied on the basis of age (Table 5.1.5.2.1) those data have been recounted to percent (Chart 5.1.5.2.1) (Table 5.1.5.2.2).

Frequency of visit to stadiums was investigated (Table 5.1.5.2.3) (Chart 5.1.5.2.2). The respondents who never visit stadium were researched because of significant differences found by questionnaire research (Table 5.1.5.2.3).

All those age groups performed similar scores in factors chosen, but 18 – 25 years old showed two or three times lower interest in services provided by football clubs. '18 – 25' and '56 and more' age groups also performed lower attendance levels and those people more frequently stated that they never visit the stadium (Chart 5.1.5.2.2).

Table 5.1.5.2.1 Representation of specific features among age groups

Age group	Total number of respondents belonging to the group	Fan-club members	Customers of branded shops	Service users
up 56 years	27	9	18	13
36 - 55 years	15	4	12	8
26 - 35 years	27	8	20	13
18 - 25 years	135	29	86	27

Chart 5.1.5.2.1 Percentage distribution of specific features among age groups

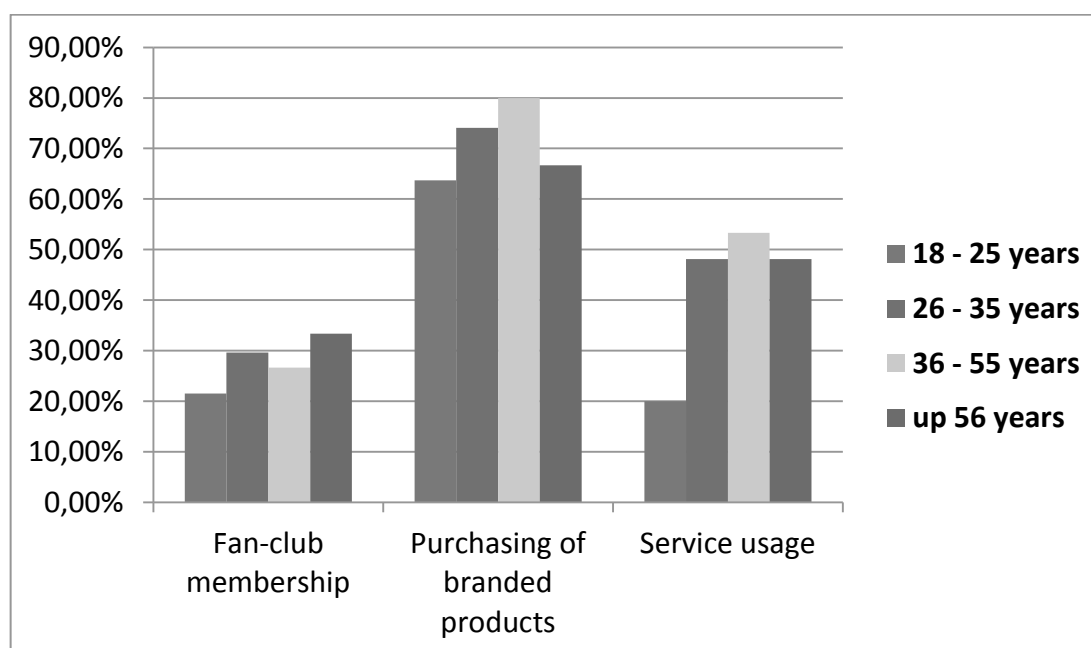


Table 5.1.5.2.2 Additional information to the Chart 4.7.5.2.1

	18 - 25 years	26 - 35 years	36 - 55 years	up 56 years
Fan-club membership	21.48%	29.62%	26.66%	33.33%
Purchasing of branded products	63.70%	74.07%	80.00%	66.66%
Service usage	20.00%	48.14%	53.33%	48.14%

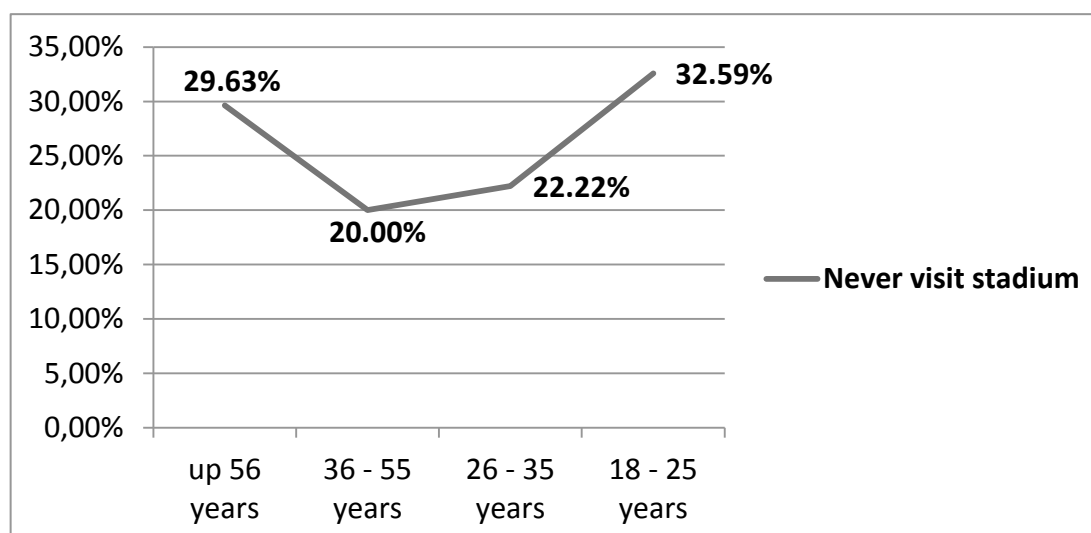
-extreme results are highlighted in green

Table 5.1.5.2.3 Respondents who never visit the stadium

Age group	Total number of respondents belonging to the group	Number of respondents who never visit stadium	Did not respond for this question	Percentage
up 56 years	27	8	0	29.63%
36 - 55 years	15	3	0	20.00%
26 - 35 years	27	6	0	22.22%
18 - 25 years	135	44	1 *	32.59%**

* one of respondents did not answered the question for visit stadium so was not counted to the final score (**)

Chart 5.1.5.2.2 Percentage of respondents who never visit stadium



5.2 Analysis of hypotheses

All hypotheses are mentioned and fully explained in chapter 1.3. In following section are resolved and analyzed all those hypotheses on the basis of data collected.

5.2.1 Hypothesis 1

For the purpose of this analysis the respondents were sorted out according to their home match visit (Table 5.2.1.1). Just those who attend stadium more than one time a month have been included to this analysis, because this kind of spectators could be identified as a Fanatic fan (Tapp, 2004).

For the group of fanatics were defined three main features – volume of purchase of branded products, intensity of purchase and usage of services provided by football clubs, these features were analyzed and concluded in Table 5.2.1.2.

Result of analysis: It was found that in terms of fanatic fans the Purchase of products and Frequency of purchase are directly related and the frequency grew together with volume of goods purchased, but the relation of these factors with intensity of service usage was not proved (Table 5.2.1.2).

Conclusion: In conclusion we could say that in the group of fanatically loyal fans there was a relation between the purchase of products and frequency of purchase but there is no evidence for any link between the product purchase and usage of services provided by football clubs.

Table 5.2.1.1 Fanatic spectators (summarization of data)

	Total number	Customers of branded shops	Frequency of purchase	Service users
Fanatics	36	27	21 Rare 15 Frequent	19

Table 5.2.1.2 Correlation test for Hypothesis 1
Correlations

		Product purchase	Frequency of purchase	Service use
Product purchase	Pearson Correlation	1	,386*	,030
	Sig. (2-tailed)		,027	,863
	N	36	33	36
Frequency of purchase	Pearson Correlation	,386*	1	-,144
	Sig. (2-tailed)	,027		,423
	N	33	33	33
Service use	Pearson Correlation	,030	-,144	1
	Sig. (2-tailed)	,863	,423	
	N	36	33	36

*. Correlation is significant at the 0.05 level (2-tailed).

5.2.2 Hypothesis 2

The sample was divided into the groups according to age and stadium attendance on the basis of theory of Frosdick and Marsh (2005) (chapter 1.3). The finally analyzed group of respondents was limited by age (18 – 25 years) and low stadium visit rate (never visit or less than 10 times a year) by these features 115 respondents were chosen (Table 5.2.2.1). In this group the relations of Stadium visit rate, Intensity of purchase of products and Use of services provided by football clubs were rated.

Results of analysis: According to Correlation analysis (Table 5.2.2.2) the links between frequency of stadium visits, frequency of purchase and service usage were found. The product purchase increase with decrease of stadium visit rate because the correlation for Product purchase is negative (Table 5.2.2.2), on other hand the service usage increase with increasing visit due to positive correlation in Table 5.2.2.2. Significance of these factors was very high so the existence of those links was unerring (Table 5.2.2.2).

Conclusion: According to results we could state that younger football supporters were really more interested in product purchase than in visiting stadium. Their consumption of services was related to the stadium attendance that was opposed to the Hypothesis 2, but the consumption of services is directly related to the stadium attendance because the services are provided on stadiums so this fact could reveal the relation. Frosdick and Marsh (2005) also

stated that these young fans have tendency to perform violent behaviour but we could not prove this because of lack of this kind of information.

Table 5.2.2.1 Young spectators (summarization of data)

	Total number	Never visit stadium	Customers of branded shops	Users of services
Young fans	115	44	70	18

Table 5.2.2.2 Correlation test for Hypothesis 2
Correlations

		Low intensity of visit	Product purchase	Service use
Low intensity of visit	Pearson Correlation	1	-,212*	,241**
	Sig. (2-tailed)		,023	,010
	N	115	115	115
Product purchase	Pearson Correlation	-,212*	1	-,149
	Sig. (2-tailed)	,023		,111
	N	115	115	115
Service use	Pearson Correlation	,241**	-,149	1
	Sig. (2-tailed)	,010	,111	
	N	115	115	115

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

5.2.3 Hypothesis 3

All respondents were investigated for a link between frequency of match visits and satisfaction with level of services provided by the football club. To this analysis the satisfaction with promotion of branded products was included as well.

Results of analysis: The common signs have been found. The relation between Match visit and Satisfaction with level of services provided by the football club was proved (Table 5.2.3.1), unfortunately no relation between Visits and Satisfaction with branded product promotion was found, on other hand the relation with Satisfaction with services was proved (Table 5.2.3.1). All found correlations had high significance rates.

Conclusion: The evidence for relations between frequency of match visit and satisfaction with services provided by the football club was demonstrated. With this evidence we could say that the satisfaction of spectators with services provided directly on stadiums really influences the average visit of spectators. Satisfaction was also positively influenced by clubs' promotion.

Table 5.2.3.1 Correlation test for Hypothesis 3
Correlations

		Match visit	Satisfaction with promotion	Satisfaction with services
Match visit	Pearson Correlation	1	,096	,223**
	Sig. (2-tailed)		,172	,002
	N	203	203	198
Satisfaction with promotion	Pearson Correlation	,096	1	,666**
	Sig. (2-tailed)	,172		,000
	N	203	203	198
Satisfaction with services	Pearson Correlation	,223**	,666**	1
	Sig. (2-tailed)	,002	,000	
	N	198	198	198

** . Correlation is significant at the 0.01 level (2-tailed).

5.2.4 Hypothesis 4

The goal of this hypothesis was to investigate market behaviour of female fans. The main determining factors have been defined as Frequency of match visit, Product purchase and Service use. The fans were afterward divided to groups of 'cool' and 'hot' fans by their Stadium attendance, Product purchase and Service use 'hot' female fans are highlighted in Table 5.2.4.1.

Results of analysis: 'Hot' fans were identified as users of services provided by the Football club, consumers of branded products and notorious visitors (up to 10 visits per year) of stadiums (Table 5.2.4.1). Also relation between frequency of match visits and Service use was found (Table 5.2.4.2), unfortunately the relation with product purchase was not proved.

Conclusion: The links between service use and frequency of match visits were clarified; it means that there really exists relation between these factors in terms of female fans. Also so called 'hot' fans of Huddersfield Town FC have been identified, but they represent just insignificant portion of all respondents. Finally author did not succeed with confirmation of relation between Products purchase and Match visit factors of the female customer behaviour.

Table 5.2.4.1 'Hot' female fans (Pope, 2013) of Huddersfield Town FC

Females in total	Females who scored up to 10 visits a year	Specific features of the females who scored up to 10 visits a year		'Hot' fans
		Product buyers	Service users	
50	9	5	5	5

Table 5.2.4.2 Correlation test for Hypothesis 4
Correlations

		Match visit	Product purchase	Service use
Match visit	Pearson Correlation	1	,201	,319*
	Sig. (2-tailed)		,162	,024
	N	50	50	50
Product purchase	Pearson Correlation	,201	1	,181
	Sig. (2-tailed)	,162		,208
	N	50	50	50
Service use	Pearson Correlation	,319*	,181	1
	Sig. (2-tailed)	,024	,208	
	N	50	50	50

*. Correlation is significant at the 0.05 level (2-tailed).

6. Conclusion

The aim of this study was to investigate customer behaviour of football fans in a local UK football market and to find specific links in the behaviour on the basis of Hypotheses explained in the first chapter of this paper. Relations between specific behaviours were examined and evaluated.

Three objectives were formulated from which four hypotheses and five supporting analytical tasks were deduced, the short form of these hypotheses are below. They were fully explained in chapter 1.3 of this paper.

These hypotheses were:

- i. Fans, who stated that they watched the game of football regularly, buy and use everything else provided by the club as well.
- ii. Younger fans buy a large amount of branded products but also they do not attend the stadium very often and do not use the services of the club.
- iii. Attendance at the stadium is directly influenced by their satisfaction with the services provided by the club.
- iv. Female fans typically use services provided by football club and products more intensively than males, these females could be described as 'hot' fans (Pope, 2013).

These hypotheses have been tested on sample of 204 people. This sample was selected from population of Huddersfield town centre. The football fans were interviewed mainly in sport bars, sport clubs and football pubs in Huddersfield town centre because there they usually meet in match days.

Primary data collected by questionnaire survey were analyzed by statistical methods and these analyses are explained in chapter 5.

The first hypothesis was proved partly. The group of fans who watch the game of football on regular basis was analyzed. The frequency of purchasing of branded products and purchase volume were related among this group but there was no relation between use of services and purchase of products found. We could say that the frequency of purchase of branded products increases together with volume of goods bought, but there was no evidence of a relation between the use of services provided by the football club and the purchase itself.

The second hypothesis was proved. The group of young fans under 25 years was analyzed and links within the group between purchase of branded products, stadium visit and use of services were found. The statement that young supporters do not attend the stadium very often and do not use the services, but purchase the products was found to be supported, because the service use and stadium visit are related proportionally but the products purchase increases only with a decrease of attendance and service use according to the analysis.

The third hypothesis was proved, because the link between match visits and satisfaction with services provided was found. Good public image made up by satisfaction has a positive impact on Match visit. The analysis also proved the positive impact of promotion of branded products on satisfaction of supporters.

The fourth hypothesis was proved just partly, because the match visit and attendance loyalty of female fans were determined by intensive use of services and purchase of branded products according to the hypothesis, but analysis proved only a relation between match visit and service use, but no evidence for relation of product purchase and match visit among females was found.

6.1 Marketing recommendations for football clubs

The most valuable customer could be identified on the basis of analytical tasks executed and hypothesis proven.

Analysis (chapter 5.1) proved the relation of gender, frequency of visit the stadiums and branded product purchase. The male fans were more willing to buy branded products than females.

Now we know that young fans under 25 years were profitable in terms of trade with branded products and all groups of fans positively responded for good promotion of branded products and for a good level of services provided by the football clubs.

Strong and well done promotion mechanism have to be employed in order to advertise the products and services and to set up good public image of the football club. The marketing campaigns have to focus on younger fans under 25 who are more beneficial in terms of branded product purchase.

The Huddersfield Town FC promotion mechanism and service advertising was rated by the respondents of the research; the high satisfaction rate with services provided was measured

but a poor response for branded product promotion was scored. The impact of promotion on stadium visit was proved by this research so the Huddersfield Town FC should focus on their promotion instruments.

With better promotion perceived and focused on young fans under twenty-five, the Huddersfield Town FC could ensure a stable growth of benefits according to all analytical evidence shown dissertation paper.

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